

# Chemist & Druggist

Benn

MARCH 29 1975

THE NEWSWEEKLY FOR PHARMACY

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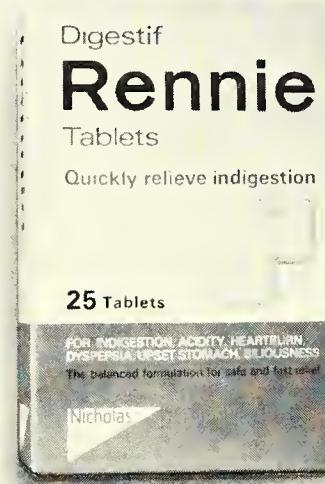
## Opposition to new branch boundaries

## 'Moratorium' debate continues

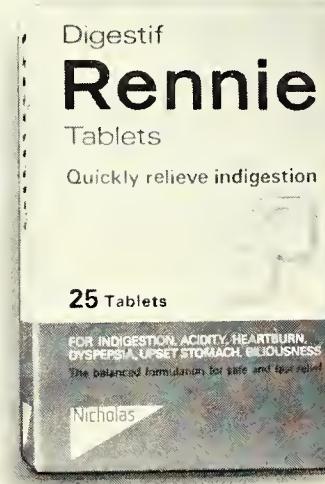
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Nicholas

# Chemist & Druggist

The newsweekly for pharmacy

29 March 1975 Vol. 203 No. 4957

116th year of publication

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# Comment

## Branch boundaries

The decision of the Council of the Pharmaceutical Society to make Society branches coterminous with NHS area health authorities is causing considerable resentment among some of the London branches. It was recognised from the start that the metropolitan area would create the most problems—in many other parts of the country boundary adjustments may be minor or unnecessary, while in London the decision has meant a complete reorganisation, with some branches losing almost all their active membership and others amalgamated with larger neighbours in a way that would eliminate their natural "community" advantages.

Surprisingly, this reorganisation appears to have gone through Council almost "on the nod". Branch objections to the area proposal were considered by a three-member subcommittee of the Organisation Committee and there was, apparently, little if any discussion of the details by the full Council.

Few branches raised serious objection, it is understood, and on the face of it, the neat packages offered by the proposals left little room for exception to be taken. But why do the branches need to be coterminous with NHS areas? The idea that consultation with the profession locally will be facilitated is extremely doubtful—the NHS already has regional, area and district pharmaceutical officers, regional and area pharmaceutical committees, area contractors and hospital committees, district hospital committees; does anyone suppose that there is a shortage of pharmaceutical advice?

Surprisingly, there may be. Area health authorities are based on the availability and siting of NHS facilities, not always on communities. Older branches of the Society in particular are based on communities and there could well be occasions when they would wish to support their local authority's pressure on the AHA—and not be tied by a decision of a branch which itself covers two or three AHA areas and has no affinity for a member community. Indeed, it is questionable whether a branch that covers an area without a natural affinity can fulfil some of its required "objects".

The present path seems to have a potential for danger to the profession's independence. It could well be found "convenient" to entrust branch organisation to an NHS pharmaceutical officer. Already they are much involved in the organisation of Society regional needs of Health Service pharmacists in order to attract NHS financial support.

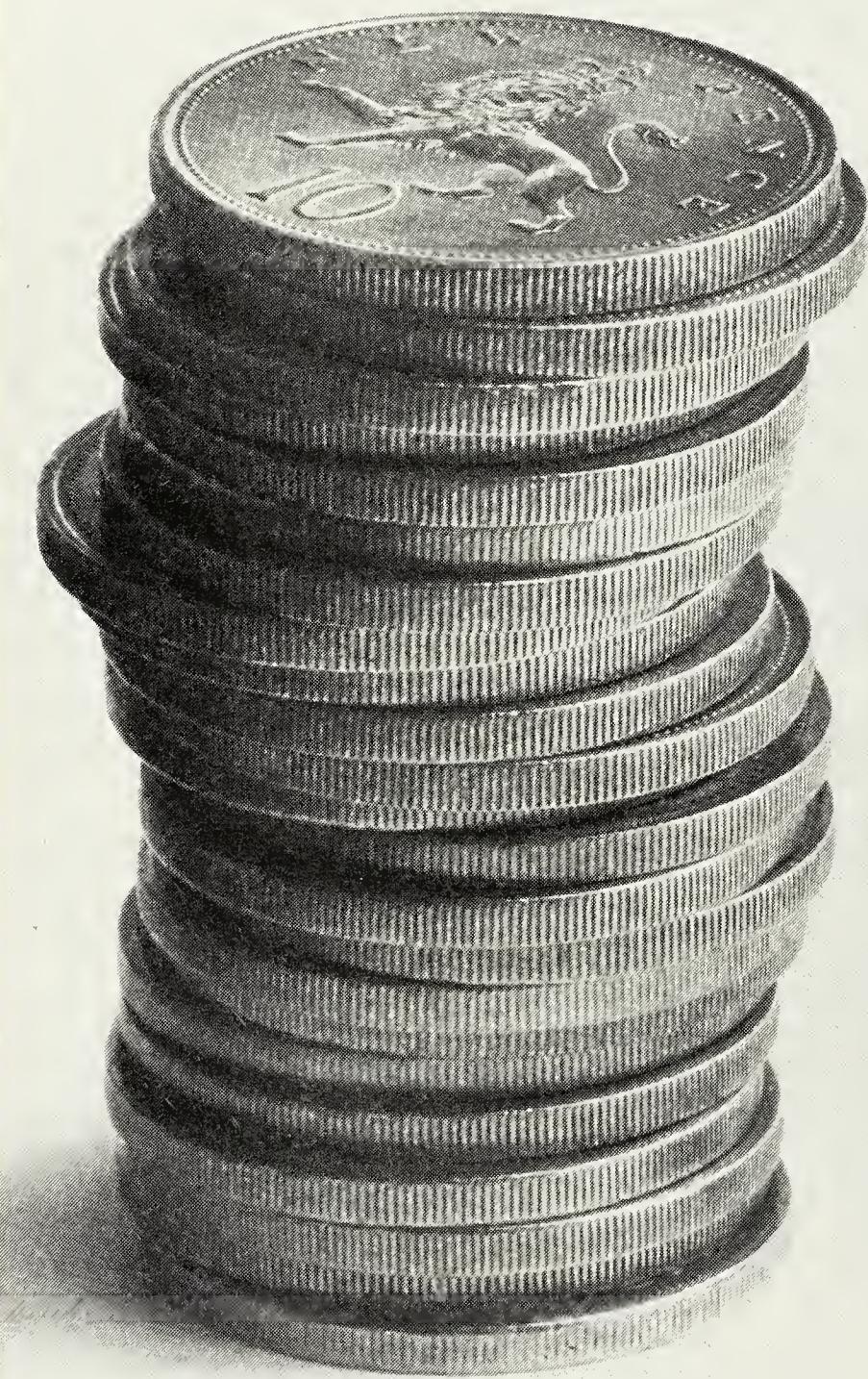
Some movement in this direction may be inevitable, but we believe Council should have looked more closely at the long-term implications of its decision. As a priority it should consider whether the profession's interests are served best by the branches being yet another NHS consultative committee. A far better role may be the continued promotion of friendly contact between members of different occupational branches of the profession, and with members of other local, not always health, professions and the community. Boundaries established for another purpose may not always be the best if that is the aim.

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# 'Delay London branch changes until 1976'

A number of London branches of the Pharmaceutical Society have reacted strongly against the Council's decision to reorganise their boundaries to coincide with NHS area health authorities (*C&D*, March 15, p359). In particular there is resentment over the short notice given—branch secretaries received details only last week and the change is to become effective on April 1. Under the Council's proposals, several active branches would lose their identity, being amalgamated with larger neighbours or, in at least one case, losing a high proportion of the existing active membership.

Chiltern Region of the Society called a committee meeting at short notice on Monday evening and passed a resolution stating that further discussions are required on Council's decision. "To this end they propose that the Regional Committee, in consultation with the constituent branches and the Society headquarters, should formulate the new branch boundaries within their region and that any changes be implemented on April 1, 1976." A spokesman hoped that the resolution would give a lead to responsible discussion of the problem.

Another affected branch, Enfield (which would be merged into a two-AHA north metropolitan branch) is calling an emergency meeting of members for April 3. Alternative proposals for boundaries in the district, formulated by the committee on Monday, are being submitted to the Pharmaceutical Society.  
Comment p407.

#### **Can the "Western survive?"**

Will London's Western Pharmacists Association (WPA) be able to survive the big pruning it is proposed to be given by the Pharmaceutical Society on April 1? That was the main topic of conversation at the "Western" dinner and dance which took place on March 20—the day on which particulars of the boundary changes began to filter through.

Neither the WPA president, Mr G. R. Battye, nor the Society's vice-president, Mr J. P. Bannerman who replied to the two toasts of the evening wanted to dwell on the subject. However after the formal proceedings were over Mr Battye explained to *C&D* that WPA would only cover Kensington, Chelsea and Westminster with a total membership of 300. Six or seven years ago they had a membership of 1,100, but a separate pruning had taken place meanwhile by the removal of Australian pharmacists with their registered address of Australia House.

Mr Bannerman in thanking Mrs A. D. Masters (vice-president, WPA) for proposing the toast to the Society, said the Council were still considering the propo-

sition of Sir Frederick Catherwood for the setting up of a professional forum (*C&D*, January 18, p54), and although some had expressed doubt no final decision had been taken.

#### **Continental pharmacies will have to face competition**

Many pharmacists in Britain looked upon entry into EEC as "heralding the dawn of a new era of professional pharmacy but the Rome Treaty if pushed to its logical conclusion will mean that company pharmacy is in, monopoly is gone and geographical positioning of a pharmacy, except for some rural areas, will go as well". This view was given by Mr Mervyn Madge when addressing the Anglesey, North Caernarvon and Colwyn Bay Branch of the Pharmaceutical Society on "Your profession—now and future".

Mr Madge suggested that "our Con-

tinent colleagues day dreamed too long and did not take action on the plans in the 'White Book'. They will have to face eventually much more commercial competition as we in this country."

There was an increasing threat to the profession in Sweden from the growing use of "prescriptionists". One-third of pharmacies, he said, were now under the control of those persons. "The pharmacist is worried and so is the 'prescriptionist' at being exploited—but if the State is the sole employer what do you do?"

"A profession can only remain in being so long as it is independent in thought and action and willing to stand up and face outside pressures. That is why I watch the present consultant doctors' fight over doctrinaire politics with great apprehension. Leave politics aside and look at it realistically and from a professional point of view, they could be fighting our battle which lies ahead."

#### **Further bid for NHS tights**

A Bala, Gwynedd, general practitioner is campaigning for support tights to be available on NHS prescription as well as support stockings. Dr Ian Roberts feels it is illogical for his patients wanting support tights to have to visit consultants at the nearest hospital over 30 miles away. His local MP, who wrote to the Department of Health, was told that the present arrangement would have to stand but the Department would look into the matter.

#### **VAT petitions handed in**



Half a million signatures collected by NPU members all over the country were delivered to the House of Commons last Thursday by (left to right) Mr M. Shersby (MP for Uxbridge whose wife is a pharmacist), Mr J. A. Goulding (NPU press officer), Mr D. Sharpe (vice chairman, NPU Executive Committee), Mr J. Wright (director, NPU group), Mr T. P. Astill (deputy secretary, NPU). Addressed individually to over 600 MPs, the petition forms on which signatures had been collected during the previous two weeks throughout the UK expressed the concern of electors at the possible introduction of additional rates of VAT which would bring an "intolerable burden" of additional record keeping and calculations to retail pharmacists. They requested that their elected representative in Parliament oppose the imposition of more rates of VAT on retail pharmacists.

# 'People should be suspicious about death' - forensic expert

A call for the public to become more alert to deliberate poisoning was made last week by Dr J. Taylor, drug and toxicology section, Metropolitan Police forensic science laboratory.

Speaking at an evening meeting of the Pharmaceutical Society, Dr Taylor, who had graduated in pharmacy from Chelsea College, said there was "no reason for complacency". The low number of court cases could mean there were few poisonings—or it could be that few were detected. It was mistaken to think that poisoning would always be detected in the laboratory as forensic experts were not called in unless there was a suspicion of poisoning.

The pathologist was the first line of defence and a general practitioner could sign the death certificate if he had treated the deceased within 14 days of death. "We have got to get people suspicious of death," Dr Taylor said, adding that doctors "are so prestigious that people don't like to question them."

#### Laboratory's work

Dr Taylor's talk was on the role of the forensic laboratory in cases of poisoning. However he pointed out that that made up very little of the laboratory's work, with one case of suspected poisoning or doping a week compared to 100 drink and driving and 20 drug cases a week.

When investigating a poisoning, the laboratory tried to discover what substance was most likely to be used by obtaining information from the police, pathologist or one of its own officers sent to the scene. It was also attempted to discover if any person involved had access to chemicals or drugs at work. Where there was no clue to the poison, there would never be enough samples to test for everything, so there had to be a compromise. The samples most likely to show signs of the poison were tested first: e.g. utensils, food, stomach contents, blood. There was also close co-operation between the police, pathologist and forensic experts who would advise what other samples were required.

The samples were analysed using a scheme which would first identify specific chemical groupings. Techniques used included flame ionisation, atomic absorption, and gas chromatography. "We can now detect doping at therapeutic doses," Dr Taylor said.

The poisoner was always ahead of the forensic toxicologist. The number of drugs available at the turn of the century was few: 21 inorganic metals, 11 herbal or vegetable drugs, and 16 organic drugs, but no aspirin or barbiturates. However by 1950 there were 250,000 pills, tablets or capsules on the market.

The laboratory was once asked what

poisons could be used to incapacitate a night watchman during a robbery. As an unsuspected doping was required, the drug would have to be odourless and tasteless. That ruled out barbiturates and large dose sedatives which were bitter. However, if the man was just to be kept out of the way for a while, a dose of phenolphthalein could be used!

#### Plans for compulsory dating of foods

Plans to enforce date marking of pre-packed foods by law have been announced.

The Steering Group on Food Freshness Interim Report: Date Marking of Food (HM Stationery Office, £0.51), published last week, recommends that Regulations should be introduced applying a system of open date marking to most foods. The outer containers should be marked with a "sell by" date; for foods with a total life up to six months, and canned and bottled foods liable to significant deterioration within 12 months of packing, the individual container must also be marked. Although preferring "sell by" dates, the group had no objection to an "eat by" date being used, for example, in some milk based baby foods in which nutritional deterioration may occur. The report concludes that it would be impracticable for retailers to be responsible for applying the date mark and the responsibility should rest with the manufacturer or packer, but with very short

life foods the retailer may have to meet specified temperature storage conditions.

Dr Gavin Strang, Parliamentary secretary, Ministry of Agriculture, Fisheries and Food, said in a Commons written reply last Friday that the Government intended to introduce a statutory system of open date marking. Comments on the report should be sent to food standards division, Ministry of Agriculture, Fisheries and Food, Room 426, Great Westminster House, Horseferry Road, London SW1P 2AE, before June 30.

#### Feeding bottles: valves or teat-hole important?

A new feeding bottle teat with a slot at the end instead of a circular hole was described in last week's *The Lancet*.

Dr D. M. Salisbury, John Radcliffe Hospital, Oxford, carried out a trial to see whether teat-hole shape influenced the amount of milk an infant could obtain at each suck. With conventional feeding-bottles, variations of teat-hole shape and size did not significantly alter the volumes obtained, he reports.

But when a feeding bottle with a valve in its reservoir was used, the mean volume of milk per suck was significantly greater with the slotted teat in the vertical position than in the horizontal position and both volumes were greater than those obtained per suck using a medium-hole conventional teat. The valve opened whenever a negative pressure arose and allowed the babies to have an unrestricted supply of milk.

When a standard teat was used with a valved bottle, the infants could take the same volume of milk per suck as that previously recorded during breast feeding. The author concludes that the slotted teat has an advantage in providing different suck volumes according to the orientation of teat but may be of limited advantage compared with the use of a valved bottle.

The teats with a slot were supplied by Lewis Woolf Griptight Ltd.

#### Community nurses to be given prescribing powers?

The community, rather than the hospital, should be a new focus for nursing, with community nurses undertaking certain diagnostic and prescribing duties, suggests a report of a World Health Organisation expert committee.

The report, in the current edition of *WHO Chronicle*, records that the committee was set up last year to examine how nursing could contribute to improved community health, to define the function of community health nurses and their role in the health team, and to analyse nursing education in terms of local needs. The Committee urged "radical changes" including nurses examining the sick and disabled and treating acute conditions as well as the main prevalent diseases. The educational curriculum of such a nurse should emphasise health rather than disease, "producing graduates with knowledge of the basic and behavioural sciences, with clinical skill in diagnosing illness and other deviations from health, both physical and emotional, and with

the ability to prescribe preventative, curative and rehabilitative therapy."

The report further recommends: "It must be recognised that health care is a component of social policy. Therefore: health policies and legal professional restrictions that have a deterrent effect on health care should be reviewed by the communities involved and by their workers and steps taken to do away with them; policies and goals of service and education should be the subject of co-operation between representatives from the community, service institutions, educational programmes and professional groups." International action should be taken "to strive towards the implementation of the new concepts and ideas involving the whole range of health professionals and the health system."

Other articles in the same publication include a discussion on procedures for determining the economic effects of adverse drug reactions and problems of non-medical drug use.

British Society for the History of Pharmacy

# Pharmacy and medicine in Edinburgh

Demarcation disputes between pharmacists and doctors are not a modern development, the members of the British Society for the History of Pharmacy were told during their weekend Edinburgh conference. Mr C. G. Drummond in his paper "18th Century Scottish Pharmacy" provided instances of the problems that arose between the two groups during that period.

Mr Drummond pointed out that the apothecary and the surgeon apothecary in Scotland were the pharmacists. In 1505 the Deaconry of the Barber-Surgeons obtained formal recognition from the magistrates of the city. They jealously safeguarded their position and authority, taking steps to prevent the apothecaries indulging in what today could be called "diversification".

James VI of Scotland, 1st of England, appointed inspectors to control the quality of drugs sold in apothecaries' shop. This was the beginning of controls that were to lead to bitter disputes in later years.

By 1657 the surgeon apothecary, now the pharmacist, practised as his successor does from a shop. He dispensed the physicians' prescriptions; he prescribed; he let blood; he applied leeches and blisters and in due course as might be expected, he attracted the hostility of the physician. In addition there was something of a demarcation problem between the surgeon-apothecaries and the apothecaries.

#### Separate skills

The ensuing violent quarrel reached the Lords who came down in favour of separation. The Lords declared that both callings required a special care and skill, and must not, henceforth, be practised by the same person. The Decree of Separation in 1682 laid down that the surgeon might make up preparations for external use, but only the apothecary was to be permitted to prepare medicines for taking.

Meantime an Act of Privy Council gave authority to the recently erected College of Physicians to inspect drug shops. Despite much endeavour the apothecaries had not gained their independence—in fact they had but changed masters.

There seemed to be separate compartments for the physicians and the apothecaries, but what of the combined surgeon apothecary? This delicate question was solved by allowing them to be exempt from the restrictions during their lifetime.

Later the surgeon apothecaries claimed the right to examine and admit apothecaries. Two apothecaries, Thomas Weir and Alexander Telyfer (or Telfer) petitioned the Lords pointing out that those who were in "business before the Act" could use their privileged position as examiners to eliminate opposition.

Despite all the efforts of the apothecaries, the Lords in 1695 annulled the Decree of Separation and the apothecaries were reunited in the orbit of the surgeon apothecaries.

Out of the bickering there emerged a most valuable principle. From that time—nearly three centuries ago—the physicians ceased to dispense, yet they were unhappy over the activities of the surgeon apothecaries. They not only dispensed the physicians' prescriptions, they visited patients in their houses, bled and dressed wounds, applied blisters, but also prescribed.

Dr Will Eccles of the College of Physicians published a strong condemnation of the surgeon apothecaries. In 1707 he stated "that the conjunction of Chirurgery and Pharmacy is prejudicial to the Lieges and implies in it a plain inconsistency is evident to any person that will be at the pains to consider that thereby their Lives are greatly endangered, unless the same person could be in two places at once, for how can he be in his shop, *qua* apothecary, overseeing the dispensing of the Physicians Receipts *as he ought to do*, and at the same time, *qua* Chirurgen, in the remotest part of the Town, or perhaps in the country performing Chirurgical Operations which cannot suffer delay. Of necessity he must neglect one or the other, or at the best he must trust the Dispensing his Drugs (the Chirurgical part he must perform himself) to some ignorant or roguish apprentice who ordinarily puts in *Quids for Quos* as his Caprice dictates".

Dr Eccles was however, ready to put forward his remedies. "At one time both Chirurgery and Pharmacy were a part of the Physicians Province, yet they (the Physicians) . . . relinquished the practice and profit to others and I do think to re-

move them would be unjust. Besides, if Physicians should dispense their own drugs, they would be under the same temptation that the Doctoring Chirurgeons and Apothecaries are; first of giving a great deal more Drugs than what the case of the Patient requires; 2nd of nicknaming and disguising cheap and ordinary medicines to extort great prices for them; 3rd seeing they are much abroad, they must necessarily employ some Servant therein, and so could not answer for the faithful dispensing of them, so that for these and other reasons I could name, I am against Physicians giving their own Drugs . . ."

Having referred briefly to the question of prices, he returned to that by suggesting a Book of Rules.

"The only capable judges of this matter are Physicians and Apothecaries, out of each of whom an equal number may be chosen to be a Committee for the Executing of it, and it will be easy for the Government to prescribe Rules to them to proceed by". He proposed a charge for the intrinsic value and then an additional figure for compounding—that is, said Mr Drummond "an ingredient cost and a dispensing fee—and the year was 1707".

Eccles also looked forward to the day "when the Apothecaries are reduced into a number duly proportioned to Physicians and Patients, and are confined to the business of their Shops that they may prepare their own medicines and dispense them with their own hands".

Mr Drummond added "There is much food for thought in the philosophy of Will Eccles."

[A further report of the history conference will appear next week.]

## Rural dispensing discussed with Minister

The problems of rural dispensing was among several pharmaceutical matters discussed with Dr David Owen, Minister of State, Department of Health by representatives of the Pharmaceutical Society and the Central NHS (Chemist Contractors) Committee last week. It is understood that Dr Owen took note of the difficulties confronting rural area pharmacists, and he was thought to have outlined the views expressed to him by the medical profession.

The Welsh School of Pharmacy's rugby team was victorious in the recent British Pharmaceutical Students' Association's competition for the Unichem cup, beating a team from Bradford University 24-0. Vice-captain Ken Thomas receives the cup from Mrs Rawlings, Rawlings, FPS, a non-executive director of Unichem.



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At last! A product to eliminate house spiders, earwigs, beetles, cockroaches, silverfish, ants and other creepy crawlies! The public has been waiting for years for an answer to these problems! And now Fly-tox has solved them!

#### **STOP PRESS**

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To support the winning Fly-tox team, we've planned a heavyweight consumer press campaign for 1975, featuring 25p money-off vouchers, starting with full colour pages in the Daily Express and Daily Record.

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# People

# Topical reflections

BY XRAYSER

**Mr Derrick H. Shrive, MPS,** Peterborough, has retired as a volunteer fireman after 29 years with the local fire service. Mr Shrive, who qualified as a pharmacist in 1938, said he had not considered becoming a full-time fireman—"But if I had my life over again I would have considered joining the brigade full-time. Today's firemen are professionals. You certainly had to have a sense of humour to smile when you had been dragged from a warm bed to experience the extremes of temperature we did in putting out a fire." Mr Shrive retired as chief officer. At a retirement party at fire headquarters he was presented with a shield depicting the Huntingdon and Peterborough fire service and, from the firemen in the Peterborough brigade, he received a pen set.

## Deaths

**Moore:** Recently, Mr Norman Walker Moore, MPS, 4 Warwick Road, Littlethorpe, Leicester, aged 64. Mr Moore qualified in 1937.

**Fullarton:** On March 20, Mr Archibald Campbell Fullarton, MPS, 4 Queensway, Gourock, Renfrews. Mr Fullarton qualified in 1931 and prior to retirement was chief pharmacist, Greenock and District Hospitals.

## News in brief

□ The Scottish Home and Health Department have announced an increase in the container allowance for dispensing doctors from 1·37p to 1·55p, effective December 1 last year.

□ Enforcement of the Employers' Liability (Compulsory Insurance) Act 1969 is to be transferred from the Department of Employment to the Health and Safety Executive from April 1.

□ Chemists and appliance contractors in Northern Ireland dispensed some 966,285 prescriptions (603,367 forms) during December 1974 at a total cost of £1,159,483 (£1·20 per prescription).

□ A list of 95 proposed international nonproprietary names for pharmaceutical substances has been published as a supplement to the March edition of the World Health Organisation's *Chronicle*. The list also includes two proposed names for chemical radicals and 14 amendments to previous lists.

□ In a study of 11,468 births in Jerusalem, the risk of major malformations occurring in babies whose mothers had taken oestrogens or progestones during pregnancy was about 26 per cent higher and, for minor malformations 33 per cent higher, than for babies whose mothers were not exposed to such substances, reports last week's *The Lancet*.

## Good health

At this season of the year one feels compelled to cast winter gloom aside and look for some manifestation of the "summer time" our clocks tell us has now arrived. Upon sight of those earlier-than-usual daffodils, one may be tempted to offer to all around good wishes for happiness and health. And, with such a toast, one must couple the name of Anthony Daffy, for no one did more for humanity than he. It would, of course, be necessary to drink the toast in the Elixir of Health, a preparation the Daffy family was particularly anxious to share with its fellows in the late 17th century and for as long as they could be persuaded to take it. It was probably the most popular of all "ethical medicines" of the period and it had an extremely broad spectrum. The first thing in its favour was that there were no reported side effects, for it was described as safe, innocent and successful, and with a bottle of it in the medicine cabinet a good many of the upsets to which man was subject could be averted, aborted or cured.

Of course, the Elixir Salutis of Daffy was only one more proof of the value of senna through the ages, for it was a compound tincture, resembling one in the pharmacopoeias and dispensaries of its day, containing jalap (on the same principle as the lead in the petrol) and coriander seeds, though the "plain" tincture was quite compound in its own way, with caraway seeds and cardamoms. But the pharmacopoeia was very modest in its claims, merely stating that both tinctures were useful carminatives "especially to those who have accustomed themselves to spirituous liquors."

Senna has been a most useful drug. In my early career one could have been excused for thinking that Britain's maritime prowess owed a good deal to Mist. Senna Co., the "Black Jack" of the mercantile marine. Gallons of the stuff were kept in the pharmacy, for the demand was overwhelming. There was also Prussian powder, though I doubt if any today remember that name for compound liquorice powder, another preparation which contained senna, as well as sulphur and, as a carminative,—and it needed it—fennel powder. But none of those preparations went as far as Mr Daffy, who opened his broadsheet with the words: "This Noble Elixir is fam'd through all Europe, particularly France and Poland, where several thousands have suffered by the PLAGUE. And this Elixir (by God's blessing) in taking a few spoonfuls morning and evening, though in Health, will keep off Infections and Contagious Distempers". Mr Daffy felt it his duty to warn of sham medicines. The proprietary branded preparation was the proper one, and substitution was abhorred.

## Complaints

Daffy left his readers in no doubt as to the infallible remedy he was offering. Its efficacy against agues had been proved in Kent, Essex, Nottinghamshire, Derbyshire, Lancashire, Cheshire and Yorkshire, and we must not overlook Mr Lovel of Oxfordshire who was cured of a tertian ague, which he had for seven years, by the taking of two pints. Ague is only one of the conditions for which the Noble Elixir was specific — Stone in the Bladder; the Dropsy; Cholic or Griping of the Guts; Piles; Pestilence — obviously Plague, for Daffy states that in London, those who were "visited" at the time of the last great visitation, through God's goodness in taking this rich cordial, do still remain in the land of the living.

And all the time Daffy is concerned lest the patient give up treatment too soon; that would be against the interests of both. "Let not the patient finding not his Expectations answered on a sudden, lay aside the further use of this choice remedy." As he observes, it cannot rationally be expected "that this or any other means under heaven may on a sudden effect a cure."

# Trade News

## Bisks advertising and display material

A new advertising campaign for Bisks has just been launched by Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB. Full-page colour advertisements are appearing in 18 women's magazines until the end of August. Five different themes are directed towards specific age groups and about half the full-page advertisements appear opposite a half-page colour advertisement illustrating the product range.

"The fastest diet of the year," incorporating Bisks in a five-meal-a-day diet with exercise routine, is appearing as an eight-page "gatefold" in *Slimming* magazine. This diet is also available as a separate leaflet for issue at points of sale.

Other display material includes a dump bin, shelf marker and "Bisks special offers" price showcard. Trade bonuses continue.

## Television advertising for Us

A £40,000 television campaign for Us spray talc has been launched by Johnson Wax Ltd, personal care division, Frimley Green, Camberley, Surrey. A 15-second colour commercial is currently showing in the London, Midland, North-east, Lancashire, Scottish, Grampian, Harlech and Westward television areas. The makers are also featuring Us hairspray in the Granada area for a four-week period.

## Trip to Finland

Ferro Metal & Chemical Corporation Ltd, agents in the UK for Fermion Oy of Finland, are taking a party of British chemical buyers for an inspection of the two Fermion factories, one producing guaiacol glycerin ether at Helsinki, and the other producing penicillin salts in Hanko in Southern Finland.

The names of the principals on whose

behalf Ferro Metal & Chemical Corporation Ltd are distributors were omitted from the company's advertisement in the C&D 1975 Directory (p279). The principals are Fermion (Finland), Inverni Della Beffa (Italy), Medimpex (Hungary), Medexport (USSR), Takeda (Japan) and Outokumpu (Finland).

## Racing sponsorship

LR Industries Ltd, North Circular Road, London E4 8QA are sponsoring McKechnie Racing in Formula 5000 this season—the company's first involvement in any form of sports sponsorship.

The Durex Lola T400 will be driven by Scots driver, Richard Scott, who makes his debut in the white, mauve and gold car at Oulton Park, March 28. He will also be racing at Brands Hatch, March 31 and at Silverstone on April 12/13.

LR Industries hope that motor racing sponsorship will "break down any communication barrier" between the consumer and their Durex range of products.

## Doloxene compound 65 reformulated

Eli Lilly and Co Ltd, Kingsclere Road, Basingstoke, Hants RG21 2XA, are removing phenacetin from their analgesic Doloxene compound 65. From April 1, each red/light grey capsule, coded H91, will contain dextropropoxyphene napsylate 100mg, aspirin 375mg, caffeine 30mg (100, £1.31 trade; 500, £5.93). The therapeutic action, indications and appearance are unchanged, as is the price.

## Spring campaign for Clinomyn

New-style, colour, half-page advertising for Clinomyn smoker's toothpaste is being featured in women's magazines from April to July. The magazines that will feature the advertisements include *Honey*, *Over 21*, *19*, *Look Now*, *Cosmopolitan*, *OK* and *She*. Clinomyn smoker's toothpaste is distributed by E. C. de Witt & Co Ltd, Seymour Road, London E10 7LX.

## Reduced Supersoft prices

Reckitt Products, Stoneferry Road, Hull HU8 8DD, are offering their range of Supersoft shampoos at reduced prices. Brightly coloured stickers on the white caps draw attention to the prices—£0.16 for the 75g and £0.22 for the 130-g size.



"The fastest diet of the year" leaflets which support Bisks latest advertising campaign



## Happy families competition

Following the success of their lucky families competition last year, Gillette Industries Ltd, Great West Road, Isleworth, Middlesex, are launching a consumer competition for Right Guard—happy families. The competition lasts until August and is a variation of the card game. There are three first prizes and six consolation prizes awarded every month including a Fiat 126, and a £400 holiday for four people.

The competition will be supported by television and Press advertising during the summer and there are promotional packs of Right Guard and Foot Guard that carry entry forms inside the caps.

## Neutrogena distribution

Due to the expansion of their toilet soap and bath preparations, M. & R. Norton Ltd are now selling their product Neutrogena through their new company, Norton-Neutrogena Ltd, Adriant Works, 155 Merton Road, London SW18 5EG, from April 1.

## Kent binoculars

J. J. Vickers & Sons Ltd, 80 Royal Hill, Greenwich, London SE10 8SD, are offering a range of Kent binoculars at low prices. The binoculars are wide angle, with fold-down rubber eyecups and there is an extra 5 per cent discount on orders paid within seven days.

## Metric mail

Weights and measures for letters and parcels will go metric on September 29, in line with the policy of successive governments to convert from imperial to metric units. All Post Office weights will then be in grams and kilograms instead of ounces and pounds and its size limits in millimetres and metres instead of inches and feet.

When the change-over takes place, the price for a letter up to the first weight step will remain unchanged at the current rates 7p first class and 5½p second class. However the maximum first weight step will be increased from the current 2oz (57g) to 60g for an interim period of at least one year, says the Post Office, to ease the metrification process. Later that step will be reduced to 50g. The other metric weight steps will be in 50g multiples for all letters up to 500g and after that in steps of 250g. The limit for second class letters will be 750g. Parcels will be in steps of one kilogram.

Trade News continued on p416



## Sweetex are spending a quarter of a million to convince her to spend 31p.

Sweetex are going back on TV, with a national campaign backed by £250,000. Our campaign starts in April, and will continue right throughout the year.

With this kind of weight, a lot of people are going to be convinced that spending 31p makes a lot more sense than buying a whole new summer wardrobe.

So stock up and display the brand-leader

now and be ready. Because the lead we have over our competitors is going to grow even bigger.



The No Calorie Sweetener.

# Trade news

Continued from p414

## Cow & Gate measuring scoops

New shovel-shaped measuring scoops are now being included by Cow & Gate Ltd, Guildford, Surrey, in the packets of Babymilk 2. These scoops replace the earlier type with the round bowl.

The shape of the new scoop is said to make it easier for mothers to measure the powder more accurately and also allows them to tip the powder straight into a wide-mouth feeding bottle. Illustrated instructions for making up a feed are now printed on the back of the packet and the feeding table which previously occupied this position is transferred to the side panel.

The new scoop holds exactly the same amount of powder as the older type so the feed is still reconstituted in the same proportions—one scoop of powder in 1fl oz of the prepared feed. Thus the feeding tables on the packet and in the company's literature are unaltered. The instructions are brought into line with those on the other milk food packs with the inclusion of a warning against over-scooping and a recommendation to give boiled water rather than more milk when the baby is thirsty between meals. Packets containing the new scoop are identified by a small circular flash carrying the words "with new shaped scoop for easy bottle mixing". They are packed in outers printed with a large black "S" which contain a short leaflet printed in red.



## Flicker in Scandinavia

Personna International UK Ltd, Nicholas House, Nicholas Walk, Maidenhead, Berks, have opened up a new market for Flicker ladies' shaving compact, in Norway, Sweden and Finland. Flicker (which means young lady in Swedish) will be on sale in Scandinavia from April 1.

## Gala's spring shades

Gala have added three lightly pearised shades—almond blossom, orange blossom and apple blossom—to their Super Smooth lipstick and nail polish ranges. Three shades have been introduced to the matte eye shadow and eye gem ranges. They are: lavender grey, blue nettle and foxglove in matte shadow, and silver birch, sweet pea and pussy willow in the

eye gem range. The ranges are distributed by Myram Picker Ltd, Hook Rise, Surbiton, Surrey.

## Maybelline add summer shades

From the beginning of June, Plough (UK) Ltd, Penarth Street, London SE15 1TR, are adding another shade to the Maybelline Shade 'n Shine duo sets (£0.55)—mint eye shine with apple green shade. They are also adding French navy and oyster white to their range of Great Shadows.

## 'Oral-B Bulletin' issued

Knox Laboratories Ltd, 50 Weston Road, Aston Clinton, Aylesbury, Bucks, last week issued all UK dentists with the first edition of "Oral-B Bulletin." The front page describes the company's range of preventive dentistry aids and a reply card invites dentists to send for product samples. The publication is intended to be issued at regular intervals.

## Photographic albums

Spicer Hallfield Ltd, Banks Road, Haddenham, Aylesbury, Bucks HV17 8EG, have issued a new catalogue of their range of wedding and photographic albums. Among new photographic albums (Colorvue) shown are: Slimline: orange, green or purple covered albums in hessian grained effect plastic, with welded-in clear pvc pocket leaves in three sizes each for 96 prints of  $3\frac{1}{2} \times 3\frac{1}{2}$ ,  $3\frac{1}{2} \times 4\frac{1}{2}$  or  $3\frac{1}{2} \times 5\frac{1}{2}$  in and including an index leaf; Classic: a multipurpose album with spring clip ring binder containing 20 board leaves ( $9\frac{1}{2} \times 9\frac{1}{2}$  in), for mounting with Photo-fixers, together with index leaf, the covers ( $10\frac{1}{2} \times 10$  in) in leather-grained effect plastic in blue or red; Quickfix, a spring

**By popular demand.**

**Sweetex**

**950**

**soluble saccharin pellets**

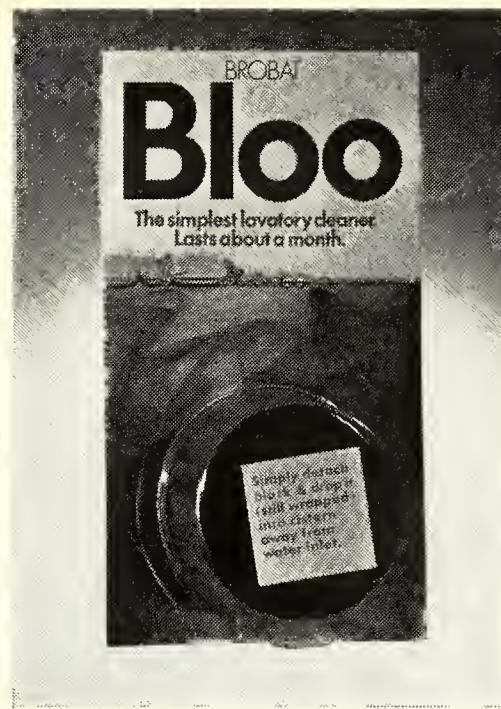
clip ring binder with ten self adhesive  $9\frac{1}{2} \times 9\frac{1}{2}$  in leaves, and instruction and index leaf inside green, orange and purple covers of hessian grained effect plastic ( $10\frac{1}{2} \times 10$  in); and Clearway, a four hole spring clip ring binder containing five pvc pocket leaves of sizes 12 prints a leaf  $3\frac{1}{2} \times 3\frac{1}{2}$  in, 8 prints  $3\frac{1}{2} \times 5$  in, and  $3\frac{1}{2} \times 5\frac{1}{2}$  in within blue leather grained effect plastic covers  $12 \times 9\frac{1}{2}$  in.

#### Test launch extended

Following test launches in the Midlands and Lancashire, Brobat Bloo, the new, blue-flushing lavatory cleanser from Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, is being launched into the London, Southern and Anglia television areas. The campaign, which features a 30-second animated commercial with a voice-over by Kenneth Williams, will break in the fourth week of April and will continue for a five-week period. The makers claim that their product gained a third of the market for blue-flushing lavatory cleansers after four months in the test areas.

#### Steriliser a 'success'

Cannon Rubber Ltd, Ashley Road, Tottenham, London N17 9LH, refer to the success of the Cannon Babysafe steriliser unit which they introduced three years ago. It has the capacity of four pints, sufficient to sterilise four 9-oz feeding bottles and their accessories at a time. The UK distributors, Barclay Pharmaceuticals, Lakeside Laboratories, Rawdon, Leeds are currently offering the unit complete with a 2 pint polycarbonate mixing jug and a 9oz polycarbonate wide neck feeding bottle (£3.35 $\frac{1}{2}$ ).



#### Miners eye bar

Miners have produced an eye bar which incorporates a number of different eye products in new shades. There are two new shades in the frosted eye shiners (£0.30); two pearly powder shadows (£0.20); two frosted shadow stick shades (£0.20); and three very pearly powder shadows (£0.24). The bar also holds two shades of big build-up mascara (£0.40), one shade of lash-on mascara (£0.30) and one shade of autobrush mascara (£0.30). The eye bar is available from Myram Picker Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey.

#### Bonne Bell exhibit

This year Bonne Bell Ltd, York House, Empire Way, Wembley, Middlesex are participating in the Ideal Home Exhibition on the Universal Beauty Club's stand. They will demonstrate their programme which teaches blind girls skin care and how to apply make-up. Bonne Bell have run their programme for some time now in co-operation with the Royal National Institute for the Blind. Young blind or partially sighted volunteers will be showing the audience on the stand how easy Bonne Bell's step-by-step guide is to follow. They will be partnered by sighted girls who will read the specially written script to them.

#### Easter working

The following branches of Unichem Ltd, Crown House, Morden, Surrey, will be open during the Easter holiday period as stated: Croydon, Kingston-upon-Thames, Willesden, Walthamstow, Preston, Newcastle closed Good Friday and Easter Monday, but open Saturday, March 29; Nuneaton, Leeds and Sheffield branches closed Easter Monday and Tuesday, April 1, but open Good Friday and Saturday, March 29; Swansea branch closed Easter Monday, operate a reduced service Good Friday and Tuesday, April 1, and normal service Saturday, March 29; Livingston, Scotland, will close Easter Monday.

Northern Pharmaceuticals Ltd, Galen House, Grattan Road, Bradford BD1 2PQ will be open Good Friday and Saturday, March 29. They close Monday and Tuesday April 1 (emergency answering service on Bradford 3361).

*Continued on p418*

## The new 950 pack.

Here is the latest addition to the Sweetex range. Again a pocket size pack, but with 450 more pellets than the 500.

We've introduced the 950 because in the fast-expanding sweetener market, the biggest area of growth has been in the larger packs. And it's this lucrative slice of the business that the 950 will capture, putting Sweetex even further out in front of all its competitors.

There's going to be a big demand for the 950. Which is why it's going to be extremely popular with you, too.

Sweetex. The No Calorie Sweetener.

# Trade news

Continued from p417

## £150,000 advertising campaign

An advertising campaign for the new range of aerosol setting lotions from Twice as Lasting that is to last until November, breaks this week. L'Oreal, Golden Ltd, 18 Bruton Street, London W1, plan to spend £150,000 on the campaign which features double-page colour spreads in women's magazines including *Woman's Own*, *Cosmopolitan*, *Family Circle* and *She*.

The first advertisement in *Woman's Own*, March 29 issue, will feature Condition Set and will carry a 6p-off coupon redeemable against the product. Merchandising material supporting the campaign is available.

## £300,000 support for Mum

Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks, plan to spend £300,000 on a national campaign for Mum antiperspirant deodorant. Advertisements will appear in women's magazines including *Woman's Own*, *Honey*, *She*, *Woman's Realm*, *Favourite Story*, *True Story*, *True Romances*, *Woman's Story* and *My Weekly* throughout March, April and May, followed by a national television campaign in June, July and August. Advertising and supporting merchandising material will feature the familiar Mum cartoon characters.

## Bigger pack

Sanitas Group Sales Ltd, Stockwell Green, London SW9 9JJ have introduced a 250-cc size (£0.44) to the 70-cc and 125-cc range of Wright's shampoos. The range consists of coal tar, herb, protein and lemon varieties, and is supported by an introductory offer of 5p-off the recommended price.

## Stainfree promotion

Reckitt Products, Stoneferry Road, Hull HU8 8DD, are currently offering 30p off the trade price for one outer of Stainfree (12 packs) through coupons they have sent to chemist outlets. The mail-out coincides with advertising support in *Woman*, *Woman's Weekly*, *Radio Times*, *Family Circle* and the *Daily Telegraph*.

## Pholtex appearance

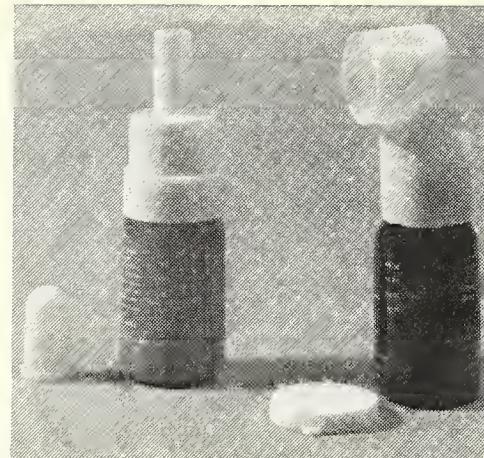
Riker Laboratories, 1 Morley Street, Loughborough, Leicestershire state that from March onwards, there will be a slight, but scarcely noticeable, change in the pale orange colour of Pholtex. In every other respect, the formulation remains unchanged.

## Prices lowered

Roger & Gallet Ltd, 16 Lettice Street, London SW6 4EH, have lowered the trade and retail prices of the bath kits. The retail price will now be £1.60. Retailers ordering 12 bath kits will be given free a box of Roger & Gallet toilet soap and will be sent 24 bubble bath samples and 12 body lotion samples in sachets.

## New metered valve

A new metered aerosol could be appearing on pharmaceuticals in future. The valve, designed to function to close tolerances,



is the first of its type to be announced by Aerosol Research and Development, a member of the Cope Allman International Aerosol Division, Fitzherbert Spur, Farnsington, Hants PO6 1SN. In 50 and 100mg sizes, the valve is to be available with two types of standard activators—a nasal activator with combined spout cover, and an oral activator with a cap. Another recent development from the company is an aerosol valve which can be tilted in use.

## Vestric promotions

Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP, national promotions for April will include the following products: Elastoplast Airstrip and fabric dress strip; Radox liquid; Belle Color; Scholl Foot Refresher spray, foot deodorant, powder and antiperspirant; Ultra Brite toothpaste; Ponds Cold creams and treatment creams; Prioderm lotion and Esoderm lotion and shampoo; Sensodyne toothpaste; Mum Rollette refills; Johnson & Johnson baby oil and cotton buds; Silvikrin shampoo; Aquafresh toothpaste; Panty Towels by Nikini and Nikini pads and briefs; Fabergé Brut 33 antiperspirant and deodorant; Sunsilk hairspray and shampoo; Anadin, and Iron Plan.

## Unichem members-only offer

Unichem Ltd, Crown House, Morden, Surrey, are offering Brylcreem, Colgate, Vaseline petroleum jelly and Vosene medicated shampoo on discount terms to their members from April 1-18.

# on TV next week

Ln—London; M—Midland; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Islands.

**Anadin:** All areas

**Bristows shampoo and conditioners:** All except Ln

**Contour slimming foods:** M, Lc, Y, NE

**Falcon:** All areas

**Oil of Ulay:** Y, NE

**Old Spice:** All areas

**Philishave:** All areas

**Rennie:** All areas

**Silvikrin hairspray and shampoo:** All areas

**Us hair spray:** Lc

**Us spray talc:** Ln, M, Lc, Sc, WW, NE, We, G

**Vosene:** All except Ln

# New products

## Cosmetics and toiletries

### Almay 'survival kits'

Almay have produced skin survival kits (£1.10) designed to give a complete skin care programme for all skin types. Almay say the kits are ideal for taking on holiday as they take up little space—each transparent wallet measures about 6 x 5ins. The wallets contain gentle gel mask, cleansing lotion, moisture lotion and skin tonic in the normal-skin kit; extra creamy cleanser, extra moisture guard, night care cream and gentle skin toner in the dry-skin kit; five minute face mask, fluffy facial cleanser, under make-up blotting base and astringent lotion in the oily-skin kit. Included in each wallet will be a new Almay skin care booklet plus a voucher worth 10p against a next Almay purchase. For sale mid-May.

Also introduced by Almay is a new eye make-up remover—non-oily eye make-up remover (£0.40). This has an oil-free formula and is designed to remove oil-based eye make-up. The remover comes in a plastic bottle (Almay Cosmetics, 9a New Bond Street, London W1Y 9PE).

### Deodorant added

Rochas Perfumes have added a deodorant to the Eau de Rochas range. The deodorant is presented in an attractive blue-and-white atomiser (£2.85) and the fragrance is said to appeal to both men and women.

With the launch of the new deodorant, Rochas are offering a special size 1oz cada toilette atomiser (£1.65) for a limited time only (Rochas Perfumes Ltd, 27 Grosvenor Street, London W1E 7YZ).

### Orchid fragrance soap

Roger & Gallet have launched a new soap in an orchid fragrance. The soap will be available in a display unit containing six boxes of toilet soap (three tablets per box £1.60), six travellers (£0.65) and six cartons of bath soap (£0.85) (Roger & Gallet Ltd, 16 Lettice Street, London SW6 4EH).

### An added whisper

Wellcome consumer division have introduced a new cosmetic cotton wool. Called Whisper (£0.27), it is available for sale now (Wellcome consumer division, Crewe Hall, Cheshire CW1 1UB).

### Personal hygiene

#### Insecticidal shampoo

Napp Laboratories Ltd have introduced Prioderm cream shampoo (£0.30) to their insecticidal range of products. The shampoo contains 1 per cent malathion and, say the makers, the shampoo combines the pediculocidal efficacy of Prioderm lotion with the aesthetic appeal of a cosmetic shampoo. It comes in 18-g packs (Napp Laboratories Ltd, Hill Farm Avenue, Watford WD2 7RA).

# Beauty Business

If they wanted one hairstyle  
we'd be introducing only one hairdrier.



Instead we're introducing four.  
A Floating Hairdrier. A Compact  
Drier. A Lightweight Pistol. And a  
Hairstyling Set.

A completely new range to take  
care of every hairstyle.

And every girl.

We're backing our new range with  
a big-spending colour campaign in



Woman, Woman's Weekly,  
Woman's Realm and Petticoat.

So contact your nearest Philips  
representative.

Floating Hairdrier. £13.99

Compact Drier. £9.99

Lightweight Pistol Drier. £7.25

Hairstyling Set. £13.99

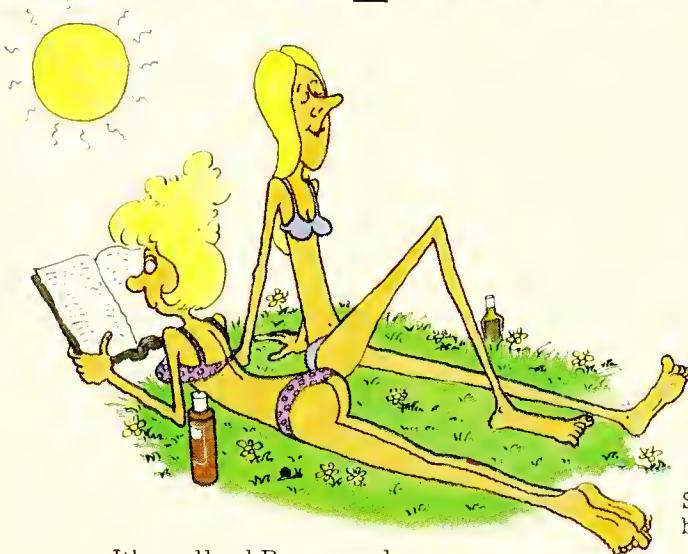
(Suggested Selling Prices. Inc. VAT)

**PHILIPS**

Simply years ahead.



# Even if the British summer only lasts a few days, there's one suntan product you can sell.



It's called Bergasol.

And you'll still be able to sell it even in the worst of British summers because Bergasol does what no other suntan product can do.

Bergasol can tan you faster.

**"It must be a tint or a dye."**

No, Bergasol can't work without the sun.

Bergasol contains Bergamot Oil—derived from the Bergamot fruit, which enhances the pigmentation response to Ultra Violet Radiation.

In other words, it actually accelerates the tanning process. Bergasol also screens out the Ultra Violet B rays that cause burning.

**"Not another amazing scientific breakthrough."**

Well, not really, it's been known for a long time that bergamot oil darkens skin in the sun.

But it wasn't until modern science added carefully balanced screening filters that bergamot oil became Bergasol and safe for suntanning.

**"Isn't it just for people who tan easily?"**

No, everybody can benefit from Bergasol.

In fact, we make three kinds of Bergasol to cover all your suntan product customers.

Regular Bergasol oil or gel for people who tan normally; moisturising tanning lotion and cream if the sun dries their skin; high protection Bergasol for people with sensitive or fair skins; and, of course, After Sun lotion.

**"Where will Bergasol be sold?"**

Only through Pharmacies and selected Department Stores.

But we'll also be selling Bergasol in our full page ads in national dailies throughout the spring and summer.



Spot the difference  
between the drawings, and you could make a lot of money.

We're confident Bergasol will sell successfully in Britain because no other product can claim faster tanning even in British sunshine.

And because in Holland and Belgium where the climate is similar to ours Bergasol shot to market leadership in chemists in just two years. Even with a premium price.

Bergasol won't be cheap here either.  
It retails from £1.50 to £1.95.

**"£1.50. Isn't that a bit expensive?"**

In our research consumers thought the difference was worth the difference.

So will you, there's a high unit profit on every item you sell.

Whether you buy from us direct or from your wholesaler there are special range display units available and consumer leaflets.

Although, if any of your customers seem to need any more point of sale persuasion, you can always tell them it's a lot cheaper way of getting a tan than two weeks in Majorca.



**Bergasol. Makes the most of the sun.**

# Romantic Revival

Nostalgia is still with us. Beauty and fashion are still looking back to past romantic ages when clothes and make-up were soft and subtly feminine. Most cosmetic houses interpret this trend by taking their inspiration from nature—colours echo the delicate shades of flowers in springtime. The look is soft and pretty, complemented by gently waving hair-styles at chin level or below.

Coty capture this nostalgic mood by using Air Spun matte make-up to give an even, moisturised creamy foundation to the face. The cheeks have a "gentle blush of innocence" with one of the new, blush stick frosted shades—peachfrost, pinkfrost or cinnamonfrost. Coty borrow colours from nature to colour the eyes, the names in themselves describe their hue: sky, grass, storm and so on; and the colours of flowers, the red of the rainbow or a sunset for their new lip and nail shades.

A look of innocence is echoed in Elizabeth Arden's spring look. "Fragile, romantic, delicate" with clear blendings of colour and swirls of curl to give a look of "wide-eyed innocence" is how they described the look. They use the latest Creative Colouring pencil specially introduced for spring, in sunshine and flower shades of blue, white and pink, and a softly vivid lipcolour—country strawberry—new to the naturally moist collection to colour the lips. The complexion has a translucent quality achieved by softly beige, flawless finish make-up, dusted with a sheen of pearly translucent powder. Lashes are coloured dark blue and nails the colour of geranium, complete the look.

## Feminine look

Helena Rubinstein offer a feminine look for spring and early summer. The skin is a smooth, pale beige, dusted with a fine translucent powder. The cheekbones are emphasised with a sheer, russet blusher—clear amber, Minute Glowstick—and the eyes are subtly shaded using the Big Blue-eyes kit. The eyes are shaded at the inner and outer corners of the lids and highlighted at the centre, finished off with a very fine blue eyeliner and basic blue, Minute Long-lash, brush-on mascara. Lips are bright, clear and well-defined in vibrant pink.

Mary Quant's spring colours are mixed with a touch of gold. The eyes shimmer with the new shades of Sticks—blossom, a palest pinky beige with gold; jade, a soft, delicate, greeny gold; grape, grey pink with a gold sheen, and copper, a golden bronze. Or if an eye gloss is preferred, three gold gloss

colours may be used—golden grape, sea-green gold and golden copper. The face, too, has glints of gold in the two new shades of Cheeky—golden henna and golden plum—and lips and nails are colour-matched in golden tones.

Outdoor Girl introduce four new collections of powder shadows each with four subtle harmonising shades of one colour. Called shadow co-ordinates, they are soft, pearly shadows that may be applied with fingertips or with the applicator provided. To sell soon at around 35p, the colours are co-ordinates of blues, greens, browns and purples. For the fingertips they have introduced "fantasy colours", a range of six iridescent polishes.

## Hints of Paris

Something a little gay, reminiscent of Paris, is how Germaine Monteil sum up their look for spring and they have introduced new shades specially for their "Parisienne" look. There is a choice of desert beige in Superglow fluid make-up or natural honey, a richer shade, in the Supermoist range as a foundation for the look. An added sparkle is given to the cheeks by night-shade peach powder blusher. The lips are coloured in anemone, a pinky claret shade new to the Super Royal range. A subtle combination of greens and browns colour the eyes, with wood fawn in the eye-crease, and leaf green on the lid, "set" with a light brush of frost. Eyebrows are thicker, more clearly defined and two coats of Superlash brown mascara and a light dusting of Superglow face powder complete and polish the look.

For the spring, Juvena have produced two looks—Sahara, a mixture of sun-and-earth tones for daytime, and for night, Oasis, a blend of "mysterious" greyish blue and green tones. Sahara is based on a natural, healthy, glowing skin achieved by desert sand fluid make-up dusted with desert sand powder, with a hint of golden terracotta cream blusher on the cheekbones. Earthy tobacco-brown eyeshadow is applied to the lid and lightly smudged underneath and oasis brown, a slightly lighter shade, is applied under the brow. The lashes are stroked with soft brown mascara. The eyes are balanced by the lips in earthy tanned reds of Jamaica rum or cayenne red, and the nails are coloured seashell beige.

Blue and green tones take over for nighttime. The Oasis face has a soft look with sunblush transparent fluid make-up, highlighted with exciting touch powder blusher and magic light powder blusher

## Beauty Business

Editor: *A. Wright*

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courtesy of Mary Quant

to add a golden glow. Deep blue eyeshadow is highlighted by misty white shadow under the brows, and lips are coloured with cayenne red lipstick cream and lip glow. Nails match with cayenne red polish covered by glaze coat for that extra gleam.

## Spring colours

And Estée Lauder suggest a fresh, young make-up that is "sheer" but rich in colour to make the skin look smooth, soft and clean. For their look they choose a sunny shade of Tender make-up base with a creamy rouge to add a fresh flower bloom to the cheeks, forehead and chin. The spring colours are bright pastels such as in the new Fresh Air eye polishers range—soft blues, greens, turquoise and lavender—all worn with a soft, tawny coral or apricot mouth. Re-Nutriv powder gives the face a look of softness without giving a "powdered" look.

# Vogue casts

## **LIGHT ON EVERYTHING.**

*Morning Light.*  
we up to the cold light of day.

over a help-lighten your stem.  
ring bark radicle and glam  
at the another and angled take away  
out pale greenish bladders.



*Day-light. External lightning rods do not skin.*  
© 1907 and reproduced by permission of the *Engineering News-Record*.



*Daylight, Evening lighting with the sun.*



Night-Light. Exterior light—your light on everything.



## *Light on Everything*

**Lightens and beautifies your skin—Esthetic**

# some light on Esotérica and your sales outlook is brighter than ever.

Esotérica is put in the spotlight in a special four-page full-colour advertisement in the April 15th issue of **Vogue**, and fashion-conscious women all over Britain will be taking note. They'll be asking you for Esotérica, Mitchum-Thayer's specially formulated creams that lighten and beautify the skin.

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Esotérica Soap  
by mitchum



## Esotérica lightens and beautifies the skin

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# The Ageing Skin

by Dr C. N. D. Cruickshank, director, MCR unit on the experimental pathology of skin, University of Birmingham

When considering the process of ageing in relation to its affects on skin, it is important to dispel the notion that the skin is a single tissue or organ. It is a complex system with features especially adapted to protect the organism against its chemical and physical environment. The least superficial part—the dermis—is composed of bundles of collagen least dense in the subepidermal area. Collagen has a degree of elasticity but its main feature is strength which can be judged by the fact that when suitably treated it becomes leather. Interspersed between the collagen bundles are elastic fibres that have a greater degree of elasticity. The dermis contains fibroblasts responsible for its renewal and repair, nerves and blood vessels. The latter do not penetrate the epidermis which is thus dependent upon diffusion for obtaining nutrient and removal of waste metabolites. Epidermal cells differentiate during embryonic life to form sebaceous glands which produce the fatty material (sebum) covering the outside of the skin. This acts to a certain extent as a barrier against

several pathogenic organisms and lubricates the dead squames of the outermost horny layer. Its role as a barrier against penetration of water has been called into question.

### Deep penetration

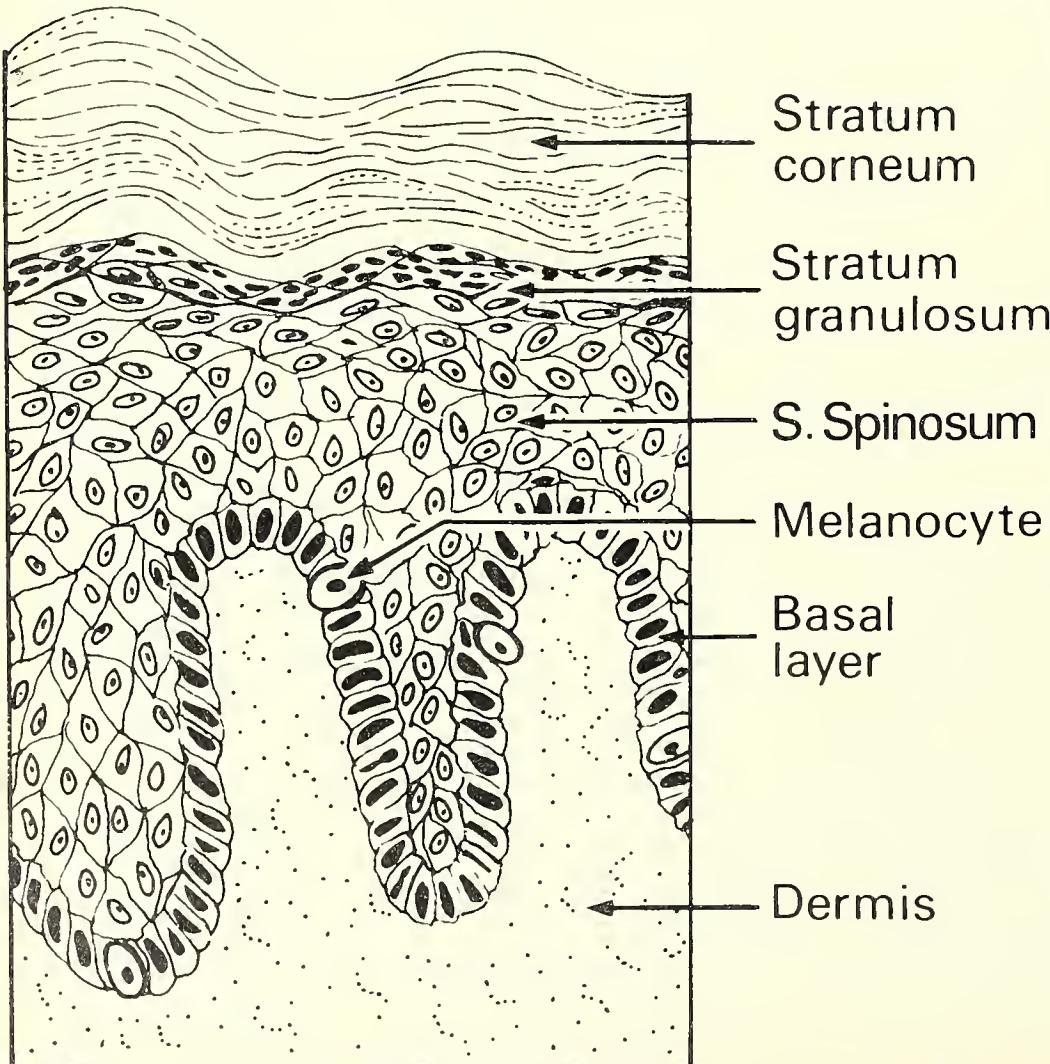
In addition, cells of epidermal origin penetrate deep into the dermis to form sweat glands which produce the aqueous material which is conducted to surface via sweat ducts which emerge on the ridges of the skin. On the finger pads they are responsible for finger prints.

Between the collagen fibrils and skin appendages there is a "ground substance" consisting of protein polysaccharide complexes—notably hyaluronic acid and sulphated mucopolysaccharides.

The epidermis is constituted mainly of keratinocytes, cells which normally divide in the basal layer—one of the daughter cells moving superficially and passing through various changes to become eventually the tough resistant squame of the horny layer. But within the epidermis itself there are two other

types of cell—each dendritic having long processes which ramify between the keratinocytes. The first is the Langerhans cell situated in the middle of the S. spinosum. This used to be regarded as an effete melanocyte but is probably of mesenchymal origin. Since the function of this cell is, to say the least, dubious it can be dismissed at this stage. The second is the melanocyte which manufactures melanin granules and imparts them to neighbouring epidermal cells where, in white races, they become situated as a supra-nuclear cap and act as a protection for the nucleus against the most harmful of the sun's rays.

As people age changes may occur in any or all of these cells, tissues or glands. In the first instance, it is almost impossible to define ageing since the process begins considerably before "ageing" in common parlance occurs, and secondly there is a very wide variation between individuals of the same age. In relation to the skin this is also modified by race and environmental exposure. It is proposed to deal with these changes in the order in which they have been described anatomically and subsequently highlight those which, though irreversible, may be minimised.



Longitudinal section of the skin

courtesy of Richardson Merrell Ltd

### The dermis

Collagen bundles are composed of aggregated collagen molecules held together by extramolecular crosslinks. In turn the collagen molecule is composed of smaller molecules—tropocollagen—which is formed by three polypeptide chains assembled to form a triple helical molecule. These triple helices assemble by inter-molecular cross-linkages in such a fashion that there is one-quarter overlap. This overlap is responsible for the characteristic banded appearance of collagen as seen by electron microscopy. Evidence as to the nature of the various cross-linkages is conflicting. Their importance in maturation and ageing is considerable. Newly formed fibres are readily soluble in saline but with ageing the cross-linkages become increasingly stable, the amount of "soluble" collagen decreases. The effect of increased stability of the cross-linkages is to diminish the elasticity of the collagen bundles. Their resistance to enzymes and swelling also increases.

The elastic fibres in the dermis are physically and chemically quite different from collagen. It has almost double the extensibility and a very elastic rate of rebound. The age changes in elastin are not definitive. There seems reason to believe that the extent of the cross-linking increases, thus potentially

reducing its elasticity. However, in so-called elastosis the amount of elastic tissue as *judged by histochemical staining reactions* is greatly increased. This however is accompanied by decreased skin elasticity. The possibility should be seriously considered that what is regarded as an increase of elastic tissue is a manifestation of altered staining reactions of collagen. All of these dermal changes described above are accelerated by excessive exposure to sunlight and whilst a light tan is no doubt becoming and beneficial, attempts to achieve a deep tan are in the long run harmful.

Age changes as opposed to maturation in the protein-mucopolysaccharide ground substance have been subjected to little investigation. There is however a diminished amount of hyaluronic acid and associated loss of water with increased deposition of the sulphated mucopolysaccharides. It is possible that the latter is associated with the increased degree of cross-linking of the collagen fibres.

It is surprising how little is known of the cause of wrinkling in elderly people. It is probably a multifactorial phenomenon. It is clearly dependent upon the amount of subcutaneous fat which is present. Constant tension of the muscles particularly of the face may alter the lines of stress of the collagen fibres. An unusual case was reported recently of a 62-year-old woman who had been exposed to a great deal of sunshine but developed wrinkles on only one side of her face, neck and dorsum of the hand. Histology showed that there was a deficiency in the elastic tissue on that side. It was postulated that this was probably due to a congenital lack of development of the fibres on one side but that it had taken years of exposure to make it obvious.

## The epidermis

The rate of division of the keratinocytes is slowed down and this is associated with the decrease in the total thickness of the epidermis affecting mainly the stratum granulosum. The stratum corneum becomes more compact and the outermost cells appear more conspicuous having a slightly ichthyotic appearance. Preparations of epidermis stained by the dopa method show that melanin production is reduced or absent in many of the melanocytes. This reduction in melanin production is not usually very obvious except in the pallor of the very aged which may well be in part accounted for by reduced capillary blood flow. Sometimes a mottled appearance of the epidermis occurs which may be due to the failure of keratinocytes to contact pigment cells or a failure of the pigment transfer system. Greying of the hair is not necessarily associated with a failure of the melanocytes in the hair bulb. Frequently dopa positive cells may be found and distinct melanin granules can be visualised by electron microscopy. These however do not appear to be imparted to the keratinocytes so there must also be some defect in the pigment transfer system. The granules are instead



courtesy of Glaxo Laboratories Ltd

phagocytosed by dermal macrophages.

The normal function of the Langerhans cell is unknown and no evidence as to its role in ageing is available.

## The sebaceous glands

The main changes in the sebaceous glands are a diminution of the amount of sebum which is produced and this appears to be related to the levels of androgen present. In the male the main source of androgen is the testes and it is not until relatively late in life that any reduction occurs. There is a very slight decrease in the age group 50-60 compared with younger age groups but it is usually not until 70 or over that there is any dramatic fall. In contrast the main source of androgen in the female is the adrenals and there is a marked decline over the age of 50.

## The sweat glands

Spontaneous sweating as measured on the finger pads is not apparently affected by sex. Various methods of measuring finger pad sweating all indicate that there is a reduction of sweating in the elderly as compared with the younger age group. Comparison of spontaneous sweating with that induced by Mecholyl and adrenaline suggest that there are two separate factors operating: the state of the sweat-secreting glands, and a factor which affects the sensitivity of the eccrine glands to cholinergic but not adrenergic agents. The latter may alter independently of age. The instability of the aged to

cold and to heat suggest that the latter unknown—possible hormonal—agent may be the important factor.

## Conclusions

It must be reiterated that the changes described are true in general but that there is a great amount of variation between individuals in the ageing group. There is little to be done which will halt these changes although the onset of some of these, particularly on the exposed areas of skin, can be delayed by avoidance of undue exposure to sun or ultraviolet radiations, and the avoidance of harsh washing materials both in relation to the face and the hands and forearms.

## Finding the ideal

The summation of the effects of ageing are essentially a more rigid, less flexible "touch" to the skin, and a dryness which can be felt and seen. I can add little to the summation of knowledge within the cosmetic industry which already provides a variety of "moisturising" applications. The ideal is to find an acceptable formulation which supplies in the appropriate proportion lipid material to replace the diminishing supply of sebum, and water to keep the horny layer moist. These will go a long way to minimise the gradual run-down of natural supplies. As far as pigmentary defects such as mottling of the epidermis or the development of areas of increased pigmentation "liver spots" are concerned, it is obvious that some covering pigment is necessary.

# A Question of Years



Courtesy of Garsalle (UK) Ltd

Regrettably, the young are seldom aware of the problems ahead, only after the signs of a maturing skin become visible is evasive action taken. Most women's skin conditions change as they get older. In most cases there is the tendency for complexions to become drier, the skin looks "tired" and strained and stress lines appear around the mouth and eyes. The throat and hands too, are great betrayers of age. Aware of the problems, the cosmetic houses produce special treatment preparations to help delay the effects the passing of years have on the skin. These are mainly night creams, or preparations for the throat, eyes and hands. The following are some that are offered.

The Esoterica range by **Mitchum Thayer** was designed to combat the problems of a maturing skin. The range aims to be effective in three areas: "age-spots" (hyper-pigmented areas); dry skin, and discoloured skin. The basic ingredient of the range is Dermalite—Mitchum Thayer's trademark for stabilised hydroquinone. The products contain lubricants, emollients and moisturisers including cocoa butter, lanolin, glycerin, mineral oils, sorbitol and cetyl alcohol.

The makers claim that hydroquinone "interrupts the pigment-forming reaction" and bleaches the relatively fixed extracellular pigment of age spots. To combat dry skin, the hydroquinone is said to "bring about an increased deposit of fat by inhibiting the fat-removing enzymes".

**Coty's** Equatone range aims to improve the natural lubrication of the skin and give protection. They say Moisture Multiplier (£1.37) is suitable for moisturising the face, and wrinkle stick (£1.72), which contains oils, emollients and hydrolysed protein, for the delicate eye area. To give added moisture to the throat, they recommend Equatone protein throat stick (£2.45).

Nighttime beauty-care products include enriched night treatment (£1.57) for the face and throat. This should be left on the skin for 20 minutes and then rinsed off. For extra dry skin, or for dry patches of skin, Duo Creme (56g £4.66; 96g £7.85) and there is an overnight eye cream (£1.42).

**Dendron Ltd** recommend 2nd Debut for achieving a smooth, soft-looking skin. 2nd Debut should be applied night and morning. The product is in two strengths. 2nd Debut CEF (cellular expansion factor) 600 (28ml £0.67; 60ml £1.12) for young skins, and 2nd Debut CEF 1200 (28ml £0.79; 60ml £1.27; 120ml £2.09) which firms and "plumps out" older skins.

For mature skins, **Innoxa** emphasise the need for good conditioners and nourishers. They suggest Pause (£1.00), a skin preservative cream, or tissue cream, a concentrated conditioning cream. Super Vitaliser with amalene (£1.25) "revitalises" tired tissues and helps to correct tiny lines and they also recommend eye wrinkle oil (£1.20), an emollient eye oil.

Hands, like faces, have an increasing tendency to dryness. **J.N. Toiletries** produce Jergens hand lotion, a rich creamy lotion. There are two variants: Jergens lotion (£0.16; £0.33; £0.42), and Jergens extra dry skin (£0.19; £0.39; £0.49).

**Dorothy Gray** recommend their Salon cold cream (55cc £0.87; 115cc £1.47; 200cc £1.82), a light fine cleanser, for mature skins. Other products suitable are extra rich night cream (30cc £0.90; 55cc £1.51) for very dry skins and lined throats; sensitive skin cream that contains special soothing agents for "tired" skin, plus two hormonal creams—cellogen cream and cellogen hand cream (30cc £0.90; 55cc £1.51; 115cc £2.13).

**Almay's** "beauty chart" for very dry and mature skins includes extra creamy cleanser to remove make-up, and gentle skin toner to tone the skin. For daytime they recommend extra moisture guard, and for nighttime, Night Care cream.

**Richardson Merrell** offer two products to counteract the loss of moisture by the skin. Oil of Ulay (4oz £0.78; 6oz £1.02) is a light lotion that penetrates

the skin to moisturise the surface layers. And Ulay vitamin night cream (£0.78).

**Outdoor Girl** have a range of skin care products, all of which contain protein. For dry skins, they offer a cleanser, toner and moisture cream. They offer special products for mature skin—an Over 30 cream (£0.36) which is a rich, non-greasy penetrating cream to be used at night or during the day, and rich skin care cream (£0.36), a skin food designed to be used overnight.

Last year saw the introduction of Pears Lasting Care hand cream by **Elida Gibbs**. The hand cream (small £0.25; large £0.37) is readily absorbed and is non-greasy.

The Endocil range by **Chefaro Proprietaries** is claimed particularly suitable for dry, mature skins. For cleansing there is Endocil skin cleanser (£0.90), Endocil skin tonic (£0.90), a refreshing, lightly-scented lotion. For nourishing there is Endocil clear moisturising lotion (30g £0.57; 60g £0.99), or a tinted moisturising lotion (£0.59). Their range also includes a hand cream (£0.45), a non-greasy cream that is quickly absorbed by the skin, and Endocil beauty treatment cream (30g £0.57; 75g £1.15; 120g £1.55), a night cream. New to the range is an eye cream (£0.89).

**Chesebrough Ponds** offer Vaseline Intensive Care lotion which is said to be specifically formulated to give instant relief to rough skin.

There are two variants—lemon original and the newer herbal lotion (90g £0.24½; 185g £0.37½; 285g £0.54; 444g £0.73½).

**E. C. De Witt & Co Ltd** offer Dearborn Mercolized Wax (£0.33½) for mature skins. Used as a night cream, the non-greasy cream lubricates and nourishes the skin. As a daytime moisturiser it is "gently healing to mild skin blemishes" and protects against harsh weather. The cream has been repackaged.

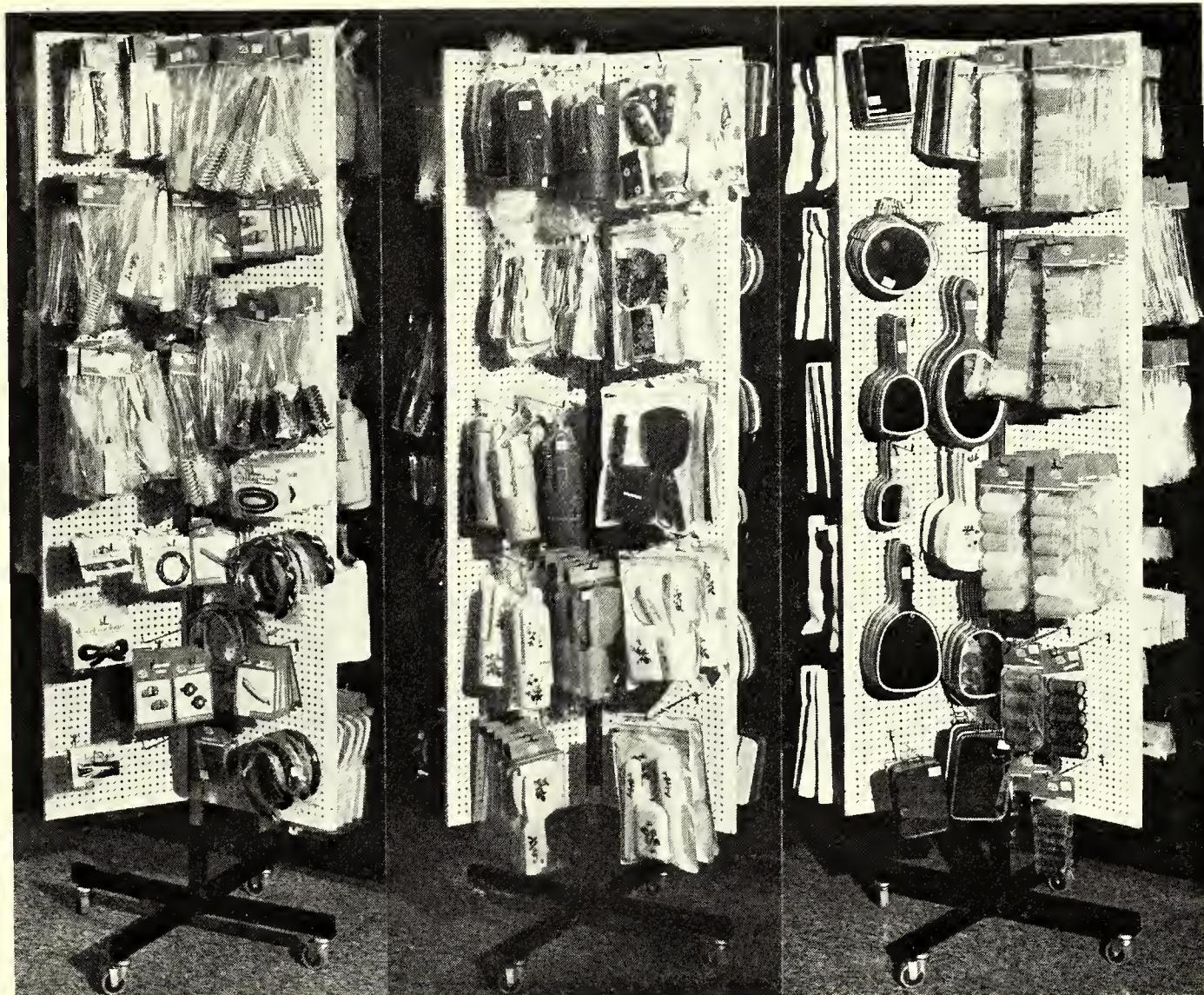
Little can be done to prevent the process, however it is possible to delay the appearance of visible signs of ageing. In relation to the skin, there is an increasing awareness of the value of skin care, particularly in those areas that are " betrayers" of age—the eyes, throat and hands. Cosmetic houses are catering for this awareness by researching into the ways it may be possible to put back loss of moisture and to prevent loss of flexibility by the skin—as can be seen in their recent emphasis on soluble collagen and natural lubricants in these specialised skincare products. More research is obviously needed, but these products go a long way towards preventing the appearance of the outward signs of ageing.

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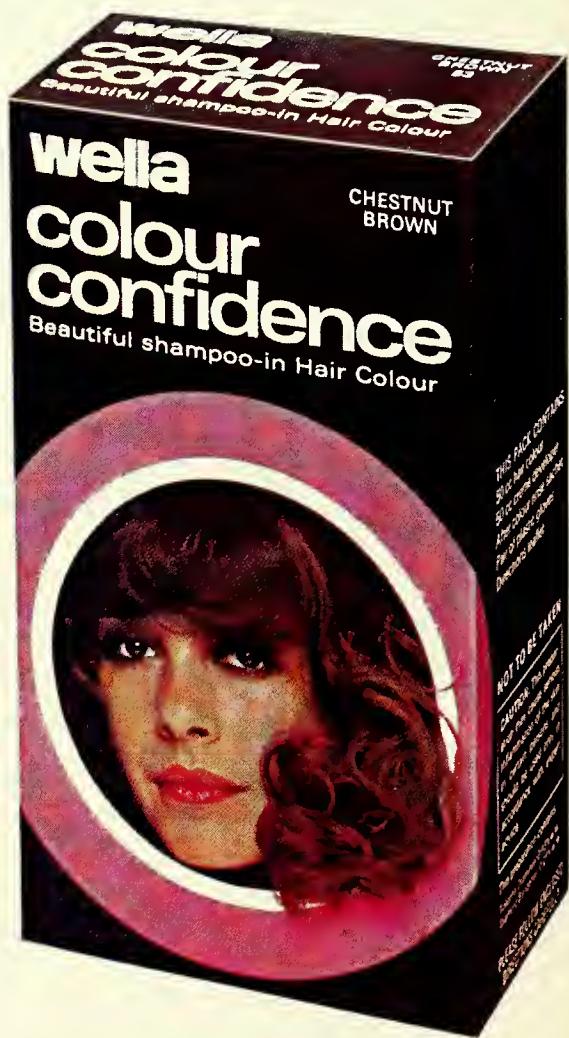
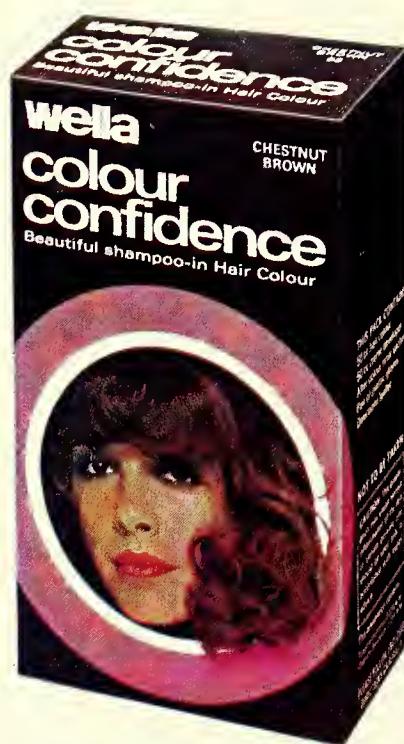
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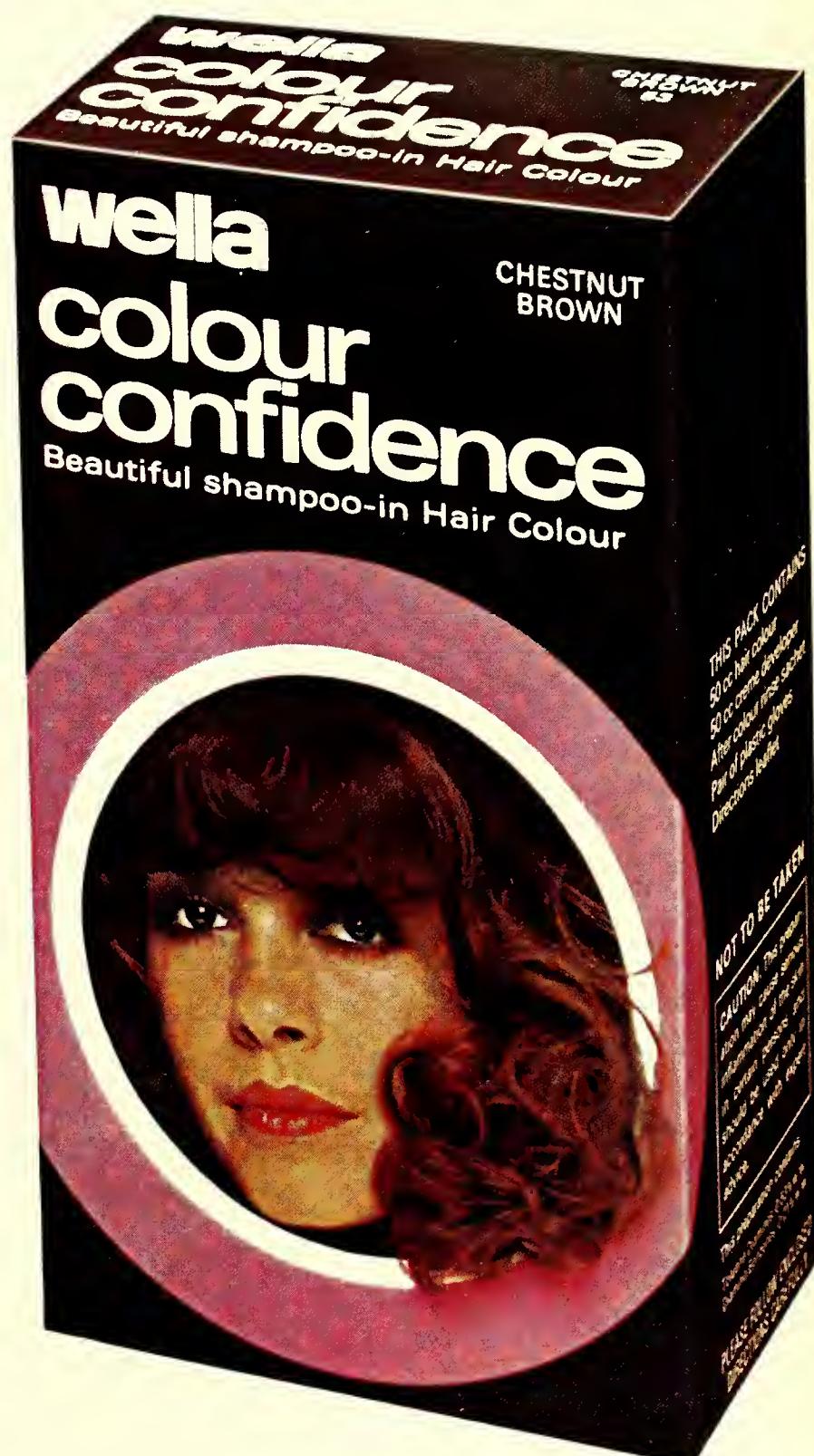
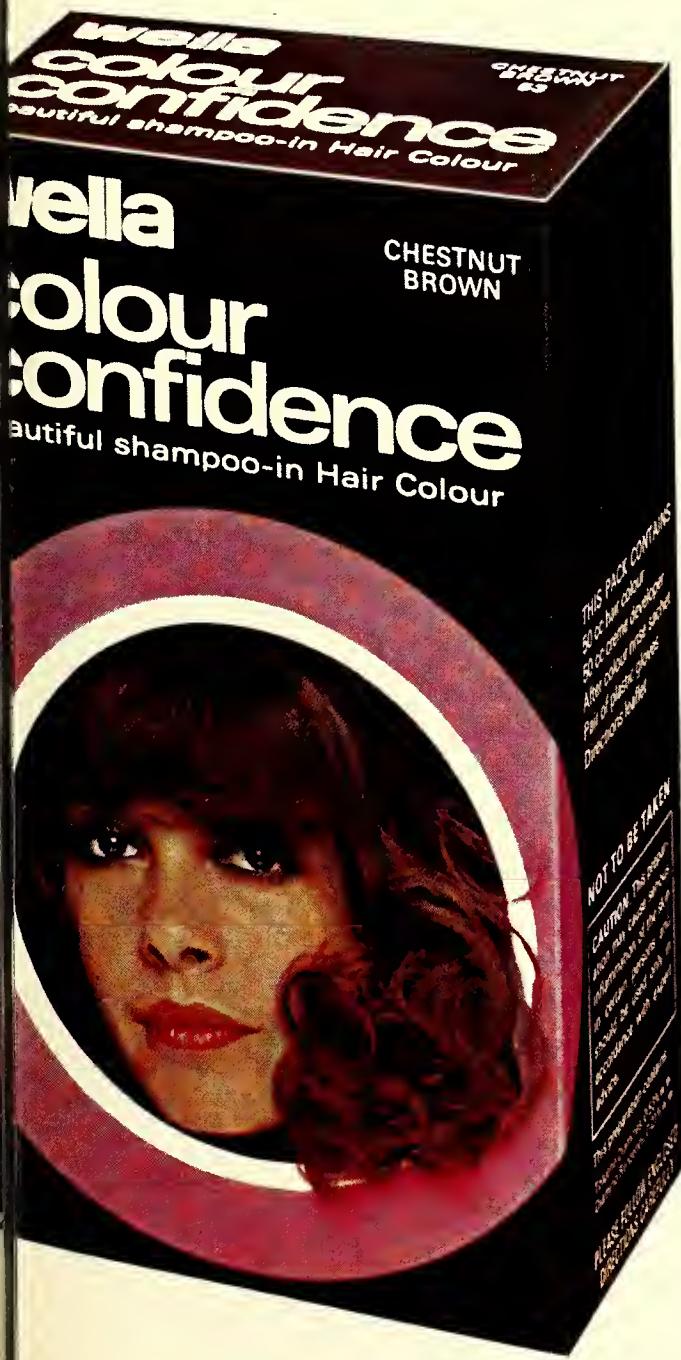
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# brand in the business



# Here comes the sun..!

With one of the mildest winters on record behind us, it is perhaps not surprising that manufacturers of suntan products should be thinking of summer earlier this year. In spite of past holiday disasters, tour operators have not noticed an appreciable decline in the number of people choosing to holiday abroad, and with cheaper rates in April/May the "season" for buying suntan products is starting earlier. In Britain, as the makers point out, the need for sun protection is as relevant as in traditionally sunnier climes. But whether on holiday at home or abroad, most people want to return with the visible evidence that the holiday was a "success"—a suntan.

The psychological benefits of a suntan far outweigh the physical benefits. A suntan is a morale booster. People feel fitter, trimmer and healthier when tanned—probably because it is usually associated with their holiday, a time when they are feeling most relaxed. However, a too enthusiastic pursuit of the sun could lead to holiday misery so caution should always be recommended when selling suntan preparations.

To help explain the suntan "mystique", *Beauty Business* first considers the suntanning process and then provides a round-up of the different suntan preparations offered this year.

#### Solar radiation

Solar radiation comprises four different types of waves.

*Infra-red rays*, spectrum 7,500 to 10,000 angstroms. These provide heat, do not burn and only slightly penetrate the skin. *Visible rays*, spectrum 3,800 to 7,500 angstroms. These are responsible for light and have no effect on the skin. *Ultra violet rays*, spectrum 160 to 3,800 angstroms, are of two types: Long UV rays, 3,200 to 3,800 angstroms. These do not burn and help towards tanning. Short, 2,800 to 3,200 angstroms. These can burn as well as tan. Burning occurs between 3,000 and 3,120 angstroms. The harmful effects diminish sharply from 3,120 angstroms, and radiation above this figure loses most of its burning potential, while retaining part of its tanning ability.

*X-rays*, 1 to 160 angstroms. These are absorbed mostly by the ozone in the atmosphere and are not in a quantity sufficient to harm the skin.

Therefore it is the short wave-length end of the ultra violet spectrum that produces the burning effects on the skin.

The short wave UV rays have more effect under certain conditions. In high altitudes, for example, the radiation may be intensified by reflection from the snow. Sand, like snow, also reflects a

high amount of radiation. Therefore, these factors should be taken into account when deciding which suntan preparation to be used. Even those people with a low degree of sun-sensitivity need a more protective product when skiing in the Alps, or "sunning" on Mediterranean shores.

The body's main defence against ultra violet radiation is the mechanism of pigmentation by the skin—the suntanning process. Pigmentation is brought about by the presence of melanin in the skin cells. This colour protects the body from ultra violet light which would otherwise penetrate the translucent skin.

When the body is exposed to a high degree of the sun's rays, the production of melanin is increased and the skin becomes more heavily pigmented. There are two stages in this process. The first stage is the oxidisation of existing melanin in the skin. Ultra violet light will oxidise this almost immediately—usually within 48 hours. This first stage helps to define the degree of sun-sensitivity of the skin. Those who go brown within 48 hours have a high level of non-oxidised melanin in the skin. Those who become pink after 48 hours have a low level in their skin and suffer from the effects of dilation of the skin's blood vessels.

When assisting customers in their choice of the type of suntan preparation they should use, that is, oil, cream or lotion, ask them to describe their skin's reaction to two days exposure to the sun. If the answer is that their skin goes red then brown, or immediately brown, then they have normal to non-sensitive skins. If the answer is pink or red with all the other symptoms of burning—shivering, tenderness to the touch, excessive heat if re-exposed to the sun—then they have sensitive skins. This is a sound guide for recommending the type of suntan preparation your customer should use. Of course, other factors should be taken into account.

The second stage in the suntan process takes approximately five days by which time the melanin production has increased—the amount differs in individuals and is largely dependent upon genetic factors. Research suggests, therefore, that an optimum tan is reached at around day seven. Staying out in the sun after this day will only maintain a suntan, not deepen it. So this is even more reason to recommend a slow-but-sure approach to customers. Burning does not help to tan the skin and as they will reach their optimum tan after about seven days exposure to the sun, it is better for them to ensure that this "peaks" just before they are due to leave their holiday resort.

Therefore, two factors to be taken into

consideration when assisting your customer to choose the type of suntan preparation are first, determine the degree of photo-sensitivity of their skin (as previously described) and second, consider the locale of the holiday, remembering that the higher the altitude, the fiercer is the sun's action. Roughly speaking, oils are for non-sensitive skins, lotions and milks for normal-to-sensitive skins, and creams are for sensitive skins. Where makers use the factor system, the higher the factor, the greater the degree of protection, is the rule. Aftersun products are also considered to be important in counteracting the drying effects of the sun and weather.

Generally the type of suntan preparations offered by suntan manufacturers fall into three categories: Sunscreens—these filter out the harmful UV rays to allow tanning with the minimum of sunburn; the products that aim to "speed up" the suntan process by increasing the skin's production of melanin, and simulative products, the fake tans that feign brown skin by staining or promoting the synthesis of melanoid material in the skin.

The following is a round-up of the suntan preparations offered this year. Most manufacturers have added to their existing ranges and there are two newcomers: Bergasol, distributed by Chefaro Proprietaries Ltd, and a range by Helena Rubinstein.

#### Almay suntan range.

Almay's range of hypo-allergenic suntan lotions includes a "full filter", said to be ideal for ultra-sensitive skins, semi filter for tanning "at moderate speed", and deep tanning that gives only a light protection against burning. All the lotions are non-greasy and unscented. They also have a Sun Bloc gel which, if the instructions are followed, should quite effectively screen out harmful UV rays.

For those who want to add "summer glints" to their face, Almay produce Near Nude bronzing gels in a choice of golden, bronze and tawny shades. These are non-greasy, non-streaky gels that contain moisturisers.

**Ambre Solaire** by L'Oreal, Golden Ltd. A product designed to give a high degree of protection from the sun for those with sensitive skins, has been introduced to the Ambre Solaire range. Ultra Screen is said to give almost 50 per cent more protection than any existing Ambre Solaire product. It is a moisturising, flesh-toned cream with a delicate perfume. L'Oreal are selling this product only through chemist outlets where customers may receive professional advice.

L'Oreal have updated the product

image of the fake tan, Duo Tan. It now comes in bright orange, navy and white packs. Duo tan contains sun-screening agents which will protect the skin and those that are said to combine with surplus protein in the skin to form melanoids—"parcels" of colour pigmentation.

The rest of the range remains the same: cream for sensitive skin; mousse for sensitive-to-normal skin; moisturising lotion, for normal skin; oil for normal-to-non-sensitive skin; and oil-free lotion, for greasy skins that are not sensitive to the sun. They have produced new display stands for the range, each one showing the Ambre Solaire "tan planner". To support their range, L'Oréal are planning to spend £250,000 on advertising this year.

**Australian Moisture Bronze** by Cyclax Ltd. Cyclax offer three products in this range—one for easy-to-tan-skin which absorbs over 80 per cent of harmful UV rays, and moisture bronze for sun-sensitive skins said to absorb over 90 per cent of the rays. There is also an after sun body balm.

**Beach and Snow range** by Dorothy Gray. Dorothy Gray's Beach and Snow range aims to meet the needs of both winter and summer holidays. For those with sensitive skins they recommend their cream; the lotion is suitable for dry or normal skin types, and the gel for those with oily skins. They also have an aftersun product.

**Bergasol range** made by Goupil Laboratories, Paris, and distributed in the UK by Chefaro Proprietaries Ltd. The range is based on the blending of sun filters with the oil extracted from the bergamot plant. A constituent of this oil, bergapten, when applied to the skin is said to have catalytic properties that accelerate the actual tanning process. Chefaro say the amount of bergapten used has been subjected to strict clinical trial and should not cause the skin irritations associated with a high concentration of bergamot oil and sunlight.

The filter used is said to absorb 84-95 per cent of harmful UV rays—the amount depending upon the preparation. The range uses the factor system.

There are seven products in the range. Huile haute protection x 6 is for sensitive skins; creme grasse haute protection x 6, a gel, for use on children or those with sensitive skins; creme grasse protection x 4 has a cream/oil formula and is suitable for dry skins and medium sun conditions; creme non grasse hydrante et nourrissant x 4 is suitable for greasy skin and produces a tan at a slightly slower rate than the gels. Huile x 3 is said to be ideal for most skin types; lait hydrant non gras x 3 is for those who tan easily; and there is an aftersun product, emulsion hydrante après soliel. Prices range from £.50 to £1.95 and their range is presented in tubes and bottles.

#### Bonne Bell range.

Bonne Bell sun products comprise a bronzing gel, a transparent gel that gives a "glowing" tan colouring to the skin; sure tan regular, a non-greasy, non-sticky sun lotion that has a sunscreen; sure tan with moisturiser for dry skin; a



Courtesy of Juvena (Great Britain) Ltd

sun bloc, a non-greasy, non-drying cream that gives sun protection; lip gloss regular that is formulated to help protect the lips.

For after-sun, Bonne Bell offer a moisture lotion; Thirst Quenchers, a new moisture gel in three natural fragrances—tangerine cooler, lime cooler and strawberry cooler. This contains natural emollients like cocoa butter, coconut oil and glycerin to soothe and refresh the skin after exposure to the sun; Good Nature All Over moisture is a combination of sesame oil, wheat germ and protein to be used on dry areas of the skin that are prone to dryness.

**California Bronze** by Max Factor Ltd. This range includes four suntan preparations. California Bronze suntan oil is a rich clear oil; suntan cream is a light, white cream ideal for using on the face; suntan lotion and tinted suntan lotion, a brown-tinted lotion that colours the skin and is ideal for the first few days in the sun.

#### Care Laboratories.

They have re-introduced their Sombrero sun tan cream due to "popular demand". Sombrero is packed in a warm "sun" design carton and is in a metal tube. It has a built-in insect repellent and is said to be particularly suitable for delicate skins. Care Laboratories other sun tan product, introduced last year, is the sun filter cream.

During the summer buying-in period, the makers are offering Sombrero on bonus terms: 12 tubes invoiced as 11 with an extra bonus for one gross lots.

**Coo'tan** range made by Kathleen Court (England) Ltd

Two new products have been added to this range. The first is Coo'tan liquid cream, a milky lotion containing moisturisers, suitable for all types of skin. The second is Coo'tan Sundowner, an after-sun moisturising lotion. The rest of the range consists of Coo'tan

sunbronzing cream and oil.

Other products offered by Kathleen Court Ltd are Coolene, a non-greasy cream for the soothing relief of sunburn pain and minor skin irritations; Coppatan, a range of products in cream, oil, and aerosol foam forms all containing sunscreens. This range has a slight make-up tint. Sea and Ski Solaire is a slightly greasy cream that combats reflected sun from either water or snow. It contains a sunscreen and moisturiser. Basque is a heavier type of suntanning oil.

**Delia!** by Bayer UK Ltd.

The range has been extended to include a baby milk, factor 5, suitable for babies and for those who have very sensitive skins; and an aftersun product that contains collagen. This comes in cream or milk form.

The rest of the range remains the same: oil factor 2, cream x 4, milk x 4. There is also a self-tanning product—Maxi-braun—in cream or milk, factor 2. This has an active ingredient which is said to react with the horny layer of the skin to produce a brown colouring within three to four hours of application.

Also included in the Bayer suntan range is Autan insect-repellent spray in milk form.

Bayer plan television and women magazine advertising this year. As a trade incentive, they offer two each of sun milk, oil and cream and one baby milk free with each counter display unit holding five creams, 10 each of milk and oils, three baby milks, four Maxi-braun après sun cream and milk (£28.17 trade).

#### Estee Lauder suntans

This range was introduced last year and includes a sun bathing milk, a highly protective greaseless lotion containing moisturisers; a tinted sun bathing milk, which gives the same protection but colours the skin; sun

"We both have a golden tan—no burning whatsoever."

Mr. & Mrs. S. (holiday on the Costa Brava).

"We were able to sit in the sun most of the day without burning."

Mrs. A.B. (holiday in the Middle East).

"With temperatures in the mid-nineties, I never experienced any form of sunburn, soreness, etc., only a complete all-over tan."

Mr. T.B. (holiday in Spain).

"I shall certainly recommend Eversun to my patients."

A Doctor.

"My skin did not burn in the slightest; in fact, I turned a deep rich brown."

Mrs. J.R. (holiday in the Caribbean).

Your customers  
kindly thanked us for their tans.

# Now we'd like to thank you.

Thank you, in fact, for the part you played in getting Eversun off to such a successful start last summer.

When we launched Eversun, we promised you a discovery with a difference. A product which effectively prevents sunburn - by working *within* the skin, not just on it.

A product which also prevents peeling, thanks to the special moisturisers it contains.

We promised your customers the same. And judging by these (and many other) spontaneous words of praise,\* it's a promise we certainly live up to.

Now, this summer, the unique benefits of Eversun are being brought home to even more people. Colour advertisements will be appearing throughout May, June and July in the following publications: Reader's Digest, Woman's Own,

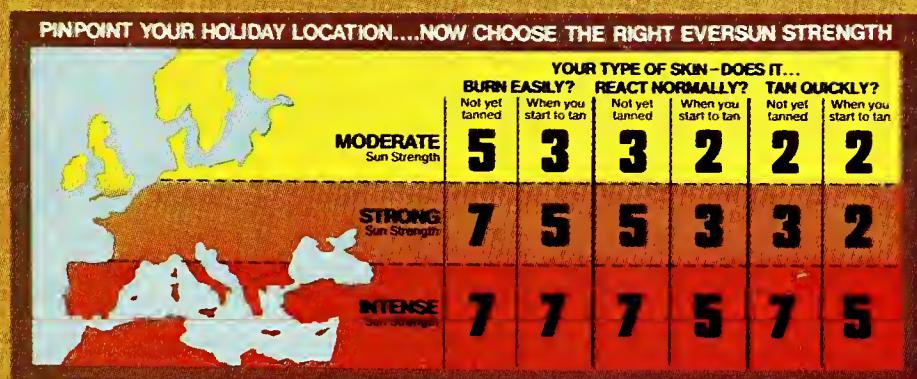
Woman's Realm, Woman's Journal, Woman & Home, Vogue, Harpers & Queen, She, Cosmopolitan, Daily Telegraph Magazine. Appearing over 30 times, too.

An important feature of the advertising - and the display material - is the Eversun Tan Plan. Simplified to help your customers choose their right Eversun protection strengths.

You can help them further by displaying the Tan Plan throughout your shop.

And while you're about it, help yourself to even bigger Eversun sales this summer.

Eversun is a product of the Cosmetic Division of Roche Products Ltd., the makers of Pantene. All enquiries to the sole UK distributors: Thomas Christy Limited, North Lane, Aldershot, Hants. Tel: Aldershot (0252) 29911.



# EVERSUN

Plan to tan, not burn.



\*Complete copies of these and other letters received from Eversun users may be had on request. Eversun is a registered trade mark.

# COSMETIQUE VIGDOR (LONDRES) LTD.

## Some Popular Best Sellers



## WHOLESALERS!

This market is growing fast

We therefore invite you to represent all areas on the basis of sole wholesale coverage. Please contact us immediately in order to make arrangements. Retailers are invited to send direct for brochures and Price Lists if their wholesaler is unable to supply meantime.

Abbey Works Estate, Wycombe Road, Beresford Avenue, Wembley, Middx. HA9 1GN. England. Tel: 01-903 6563

block which gives maximum protection for sun-sensitive skins and is recommended for lips, under the eyes, nose and areas that usually burn, and après sun cooling moisture treatment, a vitamin-enriched moisturising lotion. **Eversun** by Roche Products Ltd, and distributed in the UK by Thos Christy & Co Ltd.

A new product has been added to the Eversun group this year—a lip salve. This, like the other products in the range, contains guanine and is expected to sell around £0.50. The other products offered are milks numbers 2 and 5, and creme, numbers 3 and 7.

The hinge-point of the advertising and promotional material produced this year is the "tan plan" that explains which products to use in relation to skin type and sun intensity. Roche plan to "educate" the consumer by an advertising campaign in leading women's magazines throughout May, June and July, which features and explains the tan-plan system. New in-store display material has been produced this year which also features the tan-plan.

### Helena Rubinstein range

Three sun lotions have been introduced by Helena Rubinstein. Normal protection sun lotion is a rich, moisturising emulsion designed to counteract the drying effects of sun and wind whilst protecting against harmful UV rays. This is suitable for normal skins under most sun conditions. Normal protection sun lotion (tinted) gives the skin a tanned look whilst moisturising and protecting the skin. And high protection sun lotion is recommended for very sensitive skins that do not tan easily, and for vulnerable areas of the body.

All three lotions contain two sun screens and are non-greasy and readily absorbed into the skin. They are water-resistant, but the makers recommend re-application after swimming to ensure full protection. Included in the range is an after sun lotion that is non-greasy, and rich in emollients.

### Juvena (Great Britain) Ltd

The Juvena sun range also uses the factor system to indicate the degree of protection given by their products. The range includes a protection cream factor 5 for sun-sensitive skin; protection fluid factor 5, an emulsion; sun cream factor 3 that comes in natural or bronze tints; sun fluid factor 3 in natural or bronze; sun gel factor 3 that also contains an insect repellent; sun foam that comes in aerosol form, and an after sun treatment.

### Mary Quant suntan products

Mary Quant offer three preparations. The first is Sunshine oil, a light oil to spray over the body. Redskin Relief is a gentle, cooling foam to smooth over the body after a day in the sun. This helps to soothe and moisturise sunburned skin. And lastly, Top-Speed Tan colours the skin within four hours of application and contains a sunscreen to guard against harmful UV rays whilst obtaining a natural tan.

### Nivea sunfilter

Suntanners for all the family, is the motto of Nivea Toiletries Ltd. Their sunfilter range offers a cream, suitable for all skin types, an oil and a milk that is recommended for dry skins. There is



Courtesy of Plough (UK) Ltd

also a sunfilter foam that is lighter in texture and is readily absorbed by the skin. For après soleil, Nivea after-sun soother is a cooling, soothing, moisturising lotion.

### Piz Buin range

made by Greiter AG Altstatten and distributed by Jean Sorelle Ltd. This range of Swiss suncare products includes creams, oils, milks and gelees in three factors. Each factor denotes the amount of time the preparation extends to the skin's natural self-protection period. There is also a Piz Buin après to "revitalise" the skin after a day in the sun, and a self-tan system.

The "biggest-ever promotion" of the range will commence in May. Advertisements will appear in *Vogue*, *Harpers & Queen*, *Cosmopolitan*, *She* and the *Sunday Times* and *Observer* Magazines. It lasts until the end of August.

### Plough (UK) Ltd

Two products are offered by Plough UK. QT gives protection against harmful UV rays and produces a tanned effect in three to five hours with or without the sun. A deeper tan is produced when exposed to the sun and as QT does not act as a complete sunscreen, a natural tan may be produced.

Sudden Tan is a bronzing method that gives a tanned effect "within seconds" and the effect "lasts for days". The makers have produced testers to be used in-store and the product comes in a slim aerosol pack containing enough for three full-body applications.

### Princess Galitzine

Princess Galitzine sun oil is presented in five separate sections with five differentiated filters each having reducing sun screen properties. The sections are designed to be used in the first five days of sunbathing and each section will give enough protection for two to three people for a day.

### Skol range

by Scott & Bowne Ltd. The Skol range has been reformulated this year and the makers have produced a new, "sunny-orange" display stand to hold all five products. The reformulated Skol suntan oil now includes coconut oil to help keep the skin soft and supple whilst sunbathing. It is said to be ideal for normal-to-oily skins. Skol suntan lotion contains sun screening agents in an oil-free base and is recommended for all skin types. Skol suntan creme for normal-to-dry skins is for protecting

the skin on the first few days of sunbathing. Skol moisturising suntan creme for dry and sensitive skins, screens out a high proportion of harmful UV rays and is suitable for children. For après soliel, there is Skol TanSaver.

**Ritz Bronze** by Charles of the Ritz  
Ritz Bronze is a light, non-greasy lotion suitable for all skin types. It comes in two formulae—normal and super filter—and contains Revenescence cream. Ritz also offer protective cream, a gel formulated for the face and comes in two variants—normal and super filter. There is also an aftersun product.

**Sun Care Specifics** by Elizabeth Arden  
This range includes a sun-shielding stick which offers extra protection to the more sensitive regions of the body; a self-tanning lotion which gives a tan in two hours, a sun tan cream, sun lotion and sun gelee.

**Sunshimmer** by Coty Ltd  
This is a transparent face make-up that "brings out a gleam of a natural tan" within seconds of application. It contains a sunscreen and washes off easily.

**Sylvasun** by Chefaro Proprietaries Ltd  
Sylvasun tablets containing Vitamin A are said to be effective in the first few days of sunbathing, before the skin has increased its production of melanin. It should be stressed, however, that Sylvasun tablets should always be used in conjunction with sun-protection products.

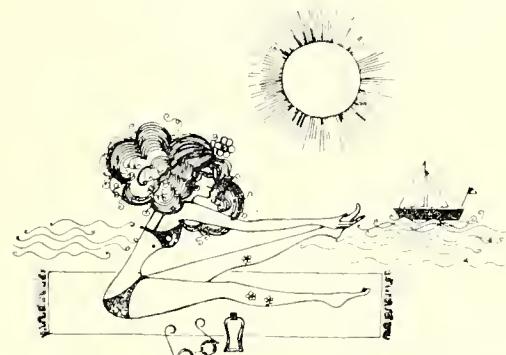
**Tanfastic** by Outdoor Girl  
Tanfastic is a non-greasy cream that contains a moisturiser and sunscreen

to help prevent burning. It gets the best results if applied overnight. Tanfastic Xtra is the "double-strength" variant and produces a deeper tan that lasts three to four days. This comes in either a cream or lotion form.

To encourage customers to buy their products, Outdoor Girl are currently offering a canvas beach bag at the reduced price of £1.50 plus one sticker from the cap of either product. Display units featuring the offer are available.

**Tiroler range** distributed by Natura Products Ltd

This is an Austrian range first introduced into the UK last year. There is Tiroler nut oil for normal skins; Tiroler Braun intensive sun cream for sensitive skins; Tiroler Braun sun cream for normal skins, and Tiroler intensive sun milk which also contains an insect repellent. There is also a sun cream for children—Carylip—an after-sun milk, and a self-tan product.



courtesy of Elizabeth Arden

To promote the range this year, free sachets of the self-tan are to be included in the June issue of Look Now and the products will be advertised in Harlech and Southern television areas.

#### **Uvistat** by W.B. Pharmaceuticals

This product offers the customer complete protection from sunburn—provided the instructions are followed. If complete coverage of the skin is maintained by frequent application, no burning or tanning will occur except in rare cases of certain diseases, say the makers. To achieve a suntan, less Uvistat should be applied to the skin.

To promote their products this year the makers are running a competition open to chemists and assistants. The competition is based upon product knowledge. The makers are also offering a bonus of 13 as 12 on orders up to eight dozen; orders of more than eight dozen receive an attractive display unit plus a bonus of two for each dozen ordered. An advertising campaign featuring leading women's magazines will also support the product this year, from April through to August.

#### **Home tanning**

For those who cannot get away to the sun, sun lamps can be the answer. Philips Electrical offer the Selector sun lamp which has a programme selector and day-setting clock, and a selection switch for infra-red and ultra-violet or infra-red only. They recommend the Ultraphil health lamp to "prepare the skin" for holiday sun. There are also the Combined sun lamp and a de-luxe model.



MANUFACTURERS of the above fast selling beauty aids & introducing 'JAY'S DUET' in presentation pack

*Wholesale & Export Enquiries Invited*

**jay glamour products**  
LIMITED

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Telephone: BRIGHTON 506296/7

## The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general or special subjects, including music and the arts.

*For additional information, or to apply for assistance, write to:*

The Secretary, Dept CD  
The Triangle Trust 1949 Fund  
Clarges House, 6-12, Clarges Street  
London W1Y 8DH

# From Lady Jayne: Five different ways to keep things moving this year.



Breaking new ground is nothing new to Lady Jayne.

It's what made us the most popular name in hair care products.

But this year, we're introducing even more innovations to keep your business moving ahead.

Attracting new customers, more sales. And keeping them.

If you're not a Lady Jayne stockist already, this is the year to start.

Here's what we've got going for you in 1975:

### Better value than ever:

Because we make most of our range ourselves, we don't rely on imports. So, we control quality, supplies—and prices.

Our pony tail bands are a good example. The

best buy on the market, they're still 6 bands for 15p—the same price as last year.

### More new products:

This year, there are two new brushes, side combs. Small and large hair slides, and pony tail bobbles. All aimed at specific market segments. All designed to win more new sales.



### Progressive presentation:

The deluxe 21 floorstand's as good as an extra sales assistant. With a 6:1 ratio of selling space to floor space, it revolves to show your customers more of the Lady Jayne range—then they serve themselves.

### The first complete 4-colour catalogue:

We're the first to help you with a full-colour comprehensive catalogue. It shows the whole range and takes the headaches out of your stock selection and re-ordering.

Just send the coupon for your free copy.



### A chance to win £100 worth of petrol:

Send for the Lady Jayne catalogue, and you'll find something else to keep things moving:—details of a free competition that could win you £100 worth of petrol. (Which is enough for around six months' average motoring at the time of going to press!)

Like everything else about Lady Jayne in 1975, it's meant to keep you out in front.

With the brand leader.

Please send me a free copy of the new Lady Jayne colour catalogue, and details of the free '£100 worth of petrol' competition.

Name \_\_\_\_\_

Address \_\_\_\_\_

Michael Laughton, Laughton & Sons Limited,  
Warstock Road, Birmingham B14 4RT.

CD1 \_\_\_\_\_

**Lady Jayne**

Laughton & Sons Limited, Warstock Road, Birmingham B14 4RT.

# Softness and control in a can

Beecham have developed a formulation that offers the consumer "control that leaves hair soft" in their new Bristows hairspray. Research by Beecham showed that, on the whole, women found hairsprays disappointing. Sprays that are effective in controlling the hair tended to produce side-effects which mask the hair's natural sheen and leave it feeling unpleasantly sticky and stiff; whereas the "soft-texture" sprays often failed in basic control. These various dissatisfactions have stopped some women from using hairsprays altogether and many others from using them regularly—even the regular users tended to look upon them as "necessary evils".

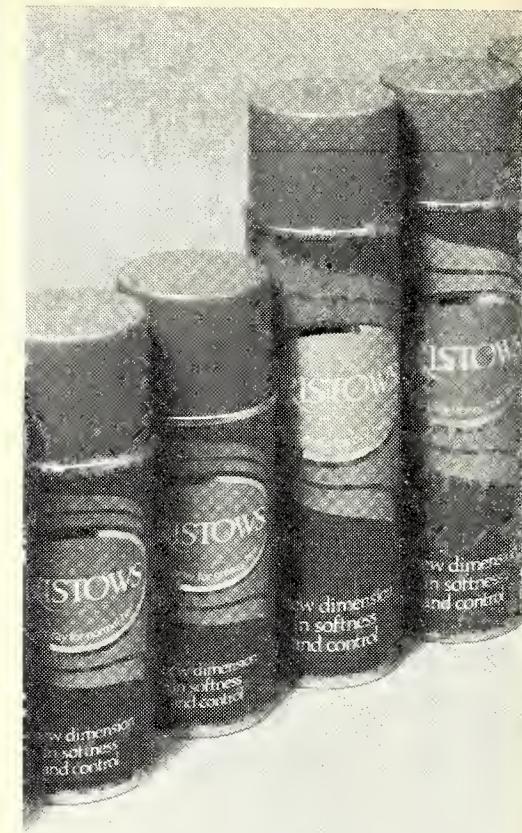
To overcome these problems, Beecham have introduced New Bristows hairspray that contains a "superior" holding ingredient—a new type of resin called Amphomer. It is Amphomer, they claim, that gives Bristows a "break-through" to the double-benefit of control and softness.

The conventional resins in ordinary

hairsprays settle in bulbous, almost spherical beads spaced out along each hair, which can produce a dull, rough look and stiff, sticky feel. With this bumpy, uneven resin deposit, the price of effective control may be an anti-cosmetic effect which can often spoil the natural look and feel of even the best-conditioned hair.

By contrast, Beecham claim, Amphomer flows evenly along the hair shaft to form a slim, smooth, coating which allows the hair to stay smooth and glossy. Amphomer is said to form a much stronger hair "bond" than conventional resins which means less is needed to give efficient control. These Amphomer advantages—stronger bonding from less deposit in a slimmer, smoother coating—combined to produce for New Bristows the benefits of effective control and natural softness, smoothness and sheen.

Great care has been taken to create a fresh, light fragrance, and the subtle brown and gold packs offer a "sophis-



ticated elegance" and are pretty enough for the most feminine of dressing tables.

There are three Bristows variants for dry, normal or greasy hair. Sizes are 120g (£0.38), 200g (£0.54) and 320g (£0.81) and they are for sale in May.

# Philips launch five more beauty care products

Philips Electrical Ltd have introduced new products to their electrical beauty-care range. In the hair care range they introduce model HP 4116 (£13.99), a lightweight hairstyler/drier that has a brush for back-combing, a fine comb for curls and wide "toothed" comb.

Model HP 4118 (£7.25) is a lightweight hairdryer with a detachable nozzle for waving and styling. It comes in a yellow and black case.

Model HP 4114 (£9.99) is a compact hairdryer with a powerful motor for rapid drying. Ideal for travelling, it requires the minimum of storage space and is attractively finished in orange and black.

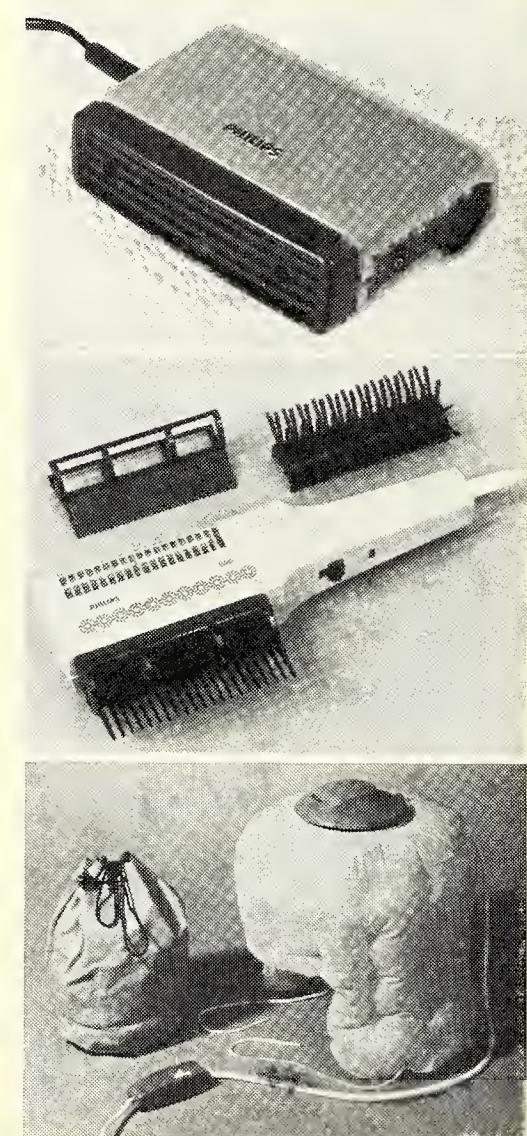
Philips Floating hairdryer, model HP 4622 (£13.99), gives freedom to move whilst drying one's hair. It rests lightly on the head, is held firmly in place by a built-in round comb and chin-cord to allow the air to circulate freely. It has almost 10ft of flex, a remote control switch and a choice of two heat settings.

To complement their two Ladyshave models, Philips have introduced a battery operated Ladyshave, model 2204 (£7.99). It operates on four penlight batteries, enough to give four-to-six weeks of daily

shaving. It is lightweight, with a double-sided shaving head which has a transparent protective guard when not in use.

To back the new hair products, Philips are planning an advertising campaign in *Woman*, *Woman's Weekly*, *Woman's Realm* and *Petticoat* magazines.

Top right, model 4114 (£9.99); centre right, model 4116 (£13.99); bottom right, model 4622 (£13.99) and below, model 4118 (£7.25).





# Special advertising campaign —directing demand through chemists

Cidal soap's new Irgasan formula is creating real excitement about its skin care potential, particularly among the people who actually need to use a medicated soap. More than 3,000 enquiries were generated in the first twelve months from its introduction — and a recent survey now shows that more than half those interviewed gave Cidal as their choice of a medicated skin care soap.

Now, with Cidal's new advertising campaign starting in March using even bigger spaces in the popular press — including Honey, Woman, Mother — plus a great money-saving 3-for-2 offer,

more customers will now be looking for Cidal at their local Chemist. Because they know, as you do, that Cidal with new Irgasan medication is more than just a beauty soap. Cidal deep-cleanses skin, leaving it really clean and free from harmful germs and bacteria.

So don't disappoint your customers! Order more Cidal now, from your Wholesaler — and don't forget the special offer packs — display them and they're bound to create demand!

If make-up means cover-up - Cidal is for you

CIDAL skin care soap for young, healthy skins

CIDAL cares for young skins of all ages

Try the Cidal skin test

For further information, write to  
Cidal Products, P.O. Box 30, Liverpool L69 3DY.

Order now from your Wholesaler!

# Country Counter

by a rural area pharmacist

## The moratorium offer

In your Comment and Letters columns last week you made reference to a proposed "moratorium" on dispensing in rural areas and I note the Council of the Society has turned such an idea down.

The problem is, what does moratorium mean? If it means no more patients go on doctors' dispensing lists then I welcome it with open arms. If it means that there is no hope of pharmacy ever being allowed to serve properly the rural areas then surely it should be rejected. My natural response to the idea of such a moratorium is at once to say clearly no. It seems to me like saying that if a burglar has got away with half your goods you will not do anything about it providing he promises not to touch the other half. It goes so against everything for which pharmacy has striven to accept that doctors have a right to dispense for patients and that pharmacy is no longer challenging that right.

A moratorium could, of course, last for only a set period—six months, a year perhaps, while negotiations continue—but what at the end of that period? Why should the doctors concede anything to pharmacy during the moratorium? Surely we have had 10 years and more of negotiation and no solution acceptable to the doctors has emerged. How can another year produce the answer now? The fact is that at the end of a year's moratorium the chances are that pharmacy's case will have been further weakened by the closure of more pharmacies; in particular those owned by pharmacists approaching retiring age who, because their pharmacies are strangled by the mile limit on dispensing, will be unable to sell their businesses.

### Spur to agreement?

It could be argued that the moratorium would last for only a set period and this would be a spur to get agreement. The trouble is we have seen temporary agreements in the past (I remember that getting the patient to sign the backs of a prescription form was an "interim" agreement) which seem to have a strong tendency to become permanent.

A year or so ago pharmacy tried hard to get a restriction placed on the opening of new pharmacies within one-quarter of a mile of a health centre but Parliament would not accept this eminently sensible measure which would have protected pharmacy and public alike. How then could Parliament make the necessary legislative changes which would be necessary to give backing to a moratorium, which presumably would take away the right of a pharmacist to open a new pharmacy in an expanding town, an outlying suburb or a large village?

Such legislation would also have to change the rights of patients and of the doctors. Of course the moratorium could be a "Gentlemen's agreement", but without the backing of law what would be its worth?

Having argued against a moratorium, I do of course see the case in favour. Whilst in the East of England there is now 50 per cent and more of the dispensing outside the cities being done by doctors, in the rest of the country figures are much lower, and a moratorium would, to a large extent anyhow, prevent those doctors in the lower areas jumping on the bandwagon of dispensing. The moratorium would remove the very real fear that a pharmacist has to face, wondering whether or not the local doctors are suddenly going to dispense and thereby ruin his livelihood. This, though, is little consolation to those who have seen in recent years the doctors move in and take away their dispensing—the moratorium might seem to them like a nail in their coffin.

The Central NHS Committee has a duty to protect its members' interests and it could well decide that its members will best be served by preserving the status quo, however unfair and illogical that status quo might be. That same Committee, however, recently circulated to area contractors committees a document about new contracts. In it reference is made to the need to establish new pharmacies in areas badly served at the moment, and offering an initial practice allowance to enable those pharmacies to be set-up.

If, then, a decision is taken to accept a moratorium I would have thought the following points would need to be made:

- That its absolute maximum period should be one year.

- That if at the end of one year no progress has been made a decision should be taken that sanctions in one form or another would be applied.

- That local committees—with pharmacist and doctors equally represented (not under a doctor-dominated FPC)—should be able to make arrangements in areas to cope with a situation where either a pharmacy closes down or alternatively a new town is being developed.

- That it be made perfectly clear that the moratorium is merely to allow time for further discussions to take place and in no way implies that pharmacy accepts that the status quo should be preserved indefinitely.

### Minister must decide

Moratorium or not, ultimately the Minister must be made to face up to his responsibilities. To hide behind the argument that there must be agreement between two professions, one of which can only gain by delaying agreement, cannot be allowed to go on for ever. Frankly, I am somewhat pessimistic.

## Books

### Packaging of Pharmaceuticals

C. F. Ross. Butterworth & Co (88 Kingsway, London WC2B 6AB). 6 x 8½in. Pp 165. £3·90.

Various types of pharmaceutical products are described—some are obsolete but included for completeness—along with their usual packaging requirements. Factors adversely affecting them and the means of combating such problems are also discussed. The packaging media available at the time of writing are summarised together with their general properties.

### Antimicrobial Agents in Medicine.

Brian M. Barker, Frederick Prescott. Blackwell Scientific Publications, Osney Mead, Oxford OX2 0EL. 9 x 6in. Pp 296. £4·50.

This book is intended as a guide to selection of the most suitable drug for treatment of a specific infection. The anti-infective drugs are classified alphabetically with a summary of their bacteriology, clinical pharmacology, uses, dosage and side effects. Diseases resulting from infection are also classified alphabetically and their symptoms summarised with suggestions for the most suitable drugs for treatment. Tables give information on

minimum inhibitory concentrations, tissue distribution, blood levels, excretion, metabolism and side effects.

### Drug Disposition and Pharmacokinetics

Stephen H. Curry. Blackwell Scientific Publications, Osney Mead, Oxford OX2 0EL. 9 x 6in. Pp 214. £4·50.

This book considers the processes involved in the disposition and fate of drugs in the body. Topics covered include chemical properties of drugs, factors affecting plasma concentrations, bioavailability, elementary pharmacokinetics, quantitative evaluation of urinary excretion, and drug interactions. Particular consideration has been given to pharmacokinetic aspects of multiple dosing.

### Books received

#### Lecture Notes on Clinical Chemistry

A. M. Bold, P. Wilding. Blackwell Scientific Publications, Osney Mead, Oxford OX2 0EL. 8½ x 5½in. Pp 427. £4·24.

#### Clinical Chemistry Conversion Scales for SI Units with Adult Normal (Reference) Values

L. G. Whitby, I. W. Percy-Robb, A. F. Smith. Blackwell Scientific Publications, Osney Mead, Oxford OX2 0EL. 7 x 4½in. Pp 47. £0·80.

#### Drugs of Choice 1974/5

Edited by W. Modell MD. C. V. Mosby Co, USA (UK: Henry Kimpton, 205 Great Portland Street, London W1). 9¾ x 7in. Pp 832. £11·30.

# Take up the 'Gillette Challenge' with Graham Hill

## Over £10,000 in prizes



We've got together with Graham Hill to provide a great new pacesetting competition exclusively for users of Foamy and The Dry Look.

Your customers can win exciting two person holidays in some of the World's

most glamorous sports holiday resorts, and there is a first prize of a  $3\frac{1}{2}$  litre MGB GT V8 plus tuition by Graham Hill at Brands Hatch.

The Gillette Challenge runs from May through September.

### Stock up to meet the 'Gillette Challenge' now

# Professional News

Pharmaceutical Society of Ireland

## EEC directive: Council's concern over effect on Irish-trained pharmacists

Concern was expressed at the Pharmaceutical Society of Ireland's March Council meeting that Irish-trained pharmacists might not qualify as the "responsible person" in the recent EEC directive providing for the free movement of pharmaceutical goods.

The directive defines in broad terms the conditions under which pharmaceuticals can be moved from one country to another and the official translation of the directive will be published in the near future. It also defines the "qualified person", the way that person is to be trained and the way in which he is recognised.

Members of Council felt Irish pharmacists might not qualify under the present three-year course as responsible persons. "Much of this is not to our liking, but this is the law and once a directive is passed it is binding on each country," the president, Dr W. E. Boles, explained. He went on to state that despite the fact that a pharmacist is at the top of the list of those persons who can become a responsible person in industry, the qualifications of that person are clearly laid down and Irish-trained pharmacists do not presently qualify.

The question of free movement of professional people is also under discussion by the *Groupement* which, if agreed upon, will affect pharmacists. Also under discussion is expiry dating on all medicinal products.

### FIP questionnaire

A letter and questionnaire had been received from the Federation Internationale Pharmaceutique. The letter, from FIP's General Practice Section, read in part: "One of the main factors by which members of the public judge the pharmaceutical services of any country is the arrangements which are made by pharmacists for the supply of urgent medicines, prescribed by doctors or otherwise required, when distribution outlets are normally closed. The Executive Committee of the Section has decided that this important question will be the subject of the 1975 questionnaire which is enclosed.

"The main objective of the report, which will eventually be circulated to all member countries, is to provide information about the situation in each country so that the best procedures can be identified and perhaps adapted to improve the practice in other countries..."

Although it was suggested that it might be difficult to make a ruling on the matter, particularly in smaller towns, Dr Boles said he felt that the Council

should be concerned with the mechanics of making medicines available in the case of urgent need. To this end a letter has been written to the Irish Pharmaceutical Union forwarding a copy of the questionnaire for their views and possible action. The questionnaire will be attended to when the union's reply had been received.

No decision has yet been made by the Higher Education Authority on the matter of the provision of the extra facilities required for the College of Pharmacy. Reports on the meetings held in Brussels attended by representatives of the EEC Committee were presented to Council.

### 'Pay expenses' call

A motion was put to Council by Mr A. J. Quirke "That Council members be paid in full for all expenses incurred by their attendance at Council meetings, or attending to Council business, and that Council members be fully informed of all expenses they are entitled to claim."

In presenting the motion Mr Quirke pointed out that this subject had been raised at previous Councils and, while received favourably, no action had been taken. "We are living in an age of specialisation and increasing costs," he said. "Pharmacists give of their time to come to meetings but in this day and age it is not practical to expect a man to be out of pocket." At present members are paid train fares and over-night accommodation, but no consideration is taken of the necessity to engage a locum.

"Money will have to be found," Mr Quirke said, "to pay Council members' expenses if we are to maintain representation from all over the country." The

motion was agreed in principle but it was decided to examine it in Committee.

Dr Boles reported on the meeting between representatives of the Great Britain, Northern Ireland and Irish Pharmaceutical Societies on the inter-action of drugs, patient care and pharmacists' responsibilities in those areas. While no firm decisions were taken at the meeting, Mr M. F. Walsh expressed the hope that the whole question would be looked into further. It was agreed that it should be considered at the Practice Committee.

While much more work remains to be done on arrangements for the forthcoming centenary congress, the dates have been set for October 12-15.

April 15 at 8 pm is the date for the symposium on Health Education to be held at the Royal Marine Hotel, Dun Laoghaire, organised by the post-graduate Education Committee. It was hoped the attendance at the session will be good as the subject has potential for both the public and pharmacists.

The deaths were announced of Peter J. Marsh, Assistant, and Thomas J. Lynch, Assistant.

### New members

The following were elected as Members of the Society: James G. Burke, Bridget P. Hall, Brigid McEneaney and Philip J. Dillon. The following were nominated for membership of the Society: Brigid M. J. McGrath, Knockalaka, Cappoquin, co Waterford; Richard Hofler, 20 Asgard Park, Howth, co Dublin; Michael G. Kieran, Drumshanbo, co Leitrim; Maurice O'Donoghue, Main Street, Killarney; and Julia C. Desmond, Douglas Road, Cork.

The following addresses were changed in the Society's registers: Miss Eveleen M. McMahon, LPSI, to 185 Griffith Avenue, Dublin 9; Mrs Catherine N. Walsh, MPSI, to 59 Glesnevin Park, Dublin 11; Joseph M. Crowley, MPSI, to 12 Oaklands Park, Sandymount, Dublin 4; Michael G. Kieran, LPSI, to Medical Hall, Drumshanbo, co Leitrim; Thomas A. Matthews, MPSI, to Market Street, Ardee, co Louth; Francis E. Corcoran, Registered Druggist, to Central Hotel, Navan, co Meath; Mrs Kathleen Conneely, Assistant, to Casula, 15 Blunden Drive, Ard-na-Greine, Malahide Road, Dublin 5; Mrs Mary Patterson, Assistant, to 18 Talbot Close, Highbridge, Somerset TA9 3AX, England.

Mr Brendan Corish, Irish Minister for Health, was present at the recent Federated Dublin Voluntary Hospitals Exhibition. Here the Minister (right) talks to Mr Tom Wickham, MPSI, sales manager, Leo Laboratories Ltd, Ireland



# Letters

## 'Moratorium'-thin end of a wedge?

The Pharmaceutical Society is absolutely right to reject the moratorium offered by the British Medical Association.

In most rural areas doctors are now well established, and under the moratorium would continue to dispense for patients living over one mile from the nearest pharmacies. Therefore, a moratorium would only benefit the pharmacies in the areas where doctors do not at present dispense.

To agree to the continuance of doctor dispensing is to concede that rural patients do not require the same safety standards as their city counterparts, and that qualified pharmaceutical supervision of the dispensing of drugs is no longer necessary. This is the "thin edge of the wedge" and could sound the "death knell" to the profession of pharmacy.

There are two ways to fight the problem, one on economics, the other on safety standards for all patients.

The dispensing figures in the table are published in the March edition of *The Family Practitioner Service*.

Average cost per prescription pharmaceutical service 1973-1974

89·91p

No of prescriptions	Average cost
10,399,207	103·97p
1,577,321	100·71p
755,785	197·25p

Surely at a time when the hospital service is grinding to a halt for the lack of finance, it is appalling that services should be duplicated by the family practitioner service at a high cost to the National Health Service.

**Dorah Shepherd**  
Pocklington

[Class 2 refers to expensive drugs and appliances ie items over £1, regarded as essential for additional treatment. Class 3 refers to drugs or appliances required for prolonged treatment (over three months) where the total cost is relatively high—Editor.]

## A lost principle

So the Practice Committee has decided not to meet the British Medical Association half-way and, in its wisdom, has turned down the offer of a moratorium regarding rural area dispensing because of "principle". This principle has been the same one for years past, as those of us in the fight for many years will remember. The principle has been fought for and, we must admit, lost.

Let us hang on to what there is left—and there are still rural areas where doctors do not dispense or do not dispense for all the patients outside the mile area. If the moratorium is not accepted by our Practice Committee, then these

areas could still fall to doctor dispensing in the future, over perhaps a fairly long term, eg a new young medical practitioner "on the grab" taking over from his older counterpart who had not seen fit in the past to do all the dispensing which he could have done outside the mile.

But let us have some honesty from the BMA. A spokesman for the Association is quoted as saying that the moratorium was offered for the good of their patients and to help pharmacists. If they really want to help pharmacists they would buy their dispensing requirements from the retail pharmacist, and not from the wholesaler as most of them now do because it is cheaper. In my opinion this gives the lie to the claim by dispensing doctors that they dispense "for the good of the patient."

**H. N. Robinson**  
Boston, Lincs

## Urgent fees

I cannot understand Mr Onley's position on dispensing "urgent" prescriptions (*C&D* March 15, p 342). Does he collect and deliver these? What's the position after 11 pm if he collects and delivers a prescription not marked "urgent"? Does he receive an "urgent" fee?

**W. J. Taylor**  
Londonderry

In England and Wales, if a prescription is dispensed between 11 pm and 8 am of the night following the day on which it was written, it may be endorsed by the chemist whether or not it has been marked

"urgent" by the prescriber, and an "urgent" fee is then paid. In Scotland and Northern Ireland the urgent fee is included in the chemists' global sum; fees for prescriptions marked "urgent" are also included in the doctor's prescribing costs. The chemist negotiators are seeking a change in both conditions—Editor.

## Safety packs

As makers of the Clic-Loc child resistant closure we obviously have a close interest in Mr Gartside's preliminary report on his real life trials carried out with our sample caps (*C&D*, March 8). Most significant is that the percentage of difficulties encountered by adults seems to fall within the requirements of the FDA protocol tests as laid down in America, where the pass rate for adult opening has to be at least 90 per cent.

We shall be discussing with Mr Gartside the content of Dr Scherz's statement that press-and-turn safety packaging is easiest for the elderly and infirm because this was not in comparison with other types of closure, but in comparison with strip packaging, etc. When comparing with other types of closure primary importance is attached to the degree of efficiency in preventing closure removal by young children, and Clic-Loc achieves a high success rate in this vital function.

At this point of time the easiest means of educating adults how to use the press-and-turn technique have to be developed and possibly improvements to the legibility of the instructional wording may be needed. It must also be significant that in America where the Clic-Loc closure and the Screw-Loc pack are the "best selling" forms of child-resistant packaging, the percentage of adult failure-to-open in tests is reported to us by Owens Illinois to have steadily fallen since their initial introduction.

**G. McHardy Smith**  
Marketing manager  
U.G. Closures & Plastics Ltd  
Feltham, Middlesex

## Wasted space

There is an avalanche of new ST products—at the end of the day there is not one single extra packet sold. Chemists who give up floor space for these stands are out of their minds or cannot add up.

**S. T. Swaddle,**  
Whitley Bay, Northumberland

## Westminster report

## Stock appreciation relief

Mr Dafydd Wigley asked in a written Commons question last week if the Chancellor of the Exchequer would bring forward legislation to ensure that small companies received the same benefits on stock appreciation recently afforded to large companies. Mr Joel Barnett, Chief Secretary to the Treasury, replied: "I have given an assurance that there will be further relief next year for increases in stock values, and that the relief for two years' trading will be extended to small companies and unincorporated businesses. The legislation will be included in the next Finance Bill."

## Fluoridation policy

Mr Robert Boscawen asked in a written Commons question last week whether it was the Secretary of State for Social Services policy to seek to enforce a national programme of fluoridation of water supplies. Replying, Dr David Owen, Minister of State, Department of Health, stated that under the National Health Service Reorganisation Act it was the responsibility of each health authority to decide in respect of its own area whether it wished fluoridation to be introduced and, if so, to approach the appropriate regional water authority.

## Incontinence pads supply

Replies to a written Commons question about whether incontinence pads were available on prescription for multiple sclerosis sufferers, Mr Alfred Morris, Under Secretary, Department of Health, said that area health authorities may provide free supplies as part of the community health services.

# Company News

## Fisons' pre-tax profits up nearly £4 in 1974

Pre-tax profits of Fisons Ltd for 1974 totalled £14.57m against £10.73m in 1973. Turnover rose to £202m (from £150m). Profits of the pharmaceutical division reached £6.5m. Research and development expenditure of the group was £5.3m. The dividend for the year is the maximum permitted, 9.82p a share.

## LRI-Fair Trading Office meeting 'first of a series'

Last week's meeting between the Office of Fair Trading and LR Industries Ltd was the first in what is likely to be a series of such meetings, according to a spokesman for the Office. The meeting was on the recent Monopoly's Commission report on supply of contraceptive sheaths (C&D, February 15, p216).

## Beatson Clark profits fall

Turnover of Beatson Clark & Co Ltd rose from £7.77m in 1973 to £9.18m in 1974. Pre-tax profit fell sharply from £913,000 to £546,000 in 1974. When the first-half profit was reported the directors said they expected the year's results to compare "not too unfavourably" with those of 1973. The lower second-half profits were due to the effect of price control legislation and to sales being less than forecast, the directors explain. The first two months of 1975 have been "more promising," they add. The net total dividend is unchanged at 3.85875p.

## Stay in the EEC says chemical industry

The UK chemical industry are wholeheartedly for the policy of the country staying in EEC. A statement issued by the Chemical Industries Association last week says that if Britain were to withdraw the larger British and foreign chemical companies would need to consider investing on the Continent with its large market rather than in the UK. The British chemical industry employs some 440,000 people. Its world-wide exports in 1974 reached a record £2,148 million, about one-third of production.

In a preface to the statement, "The Chemical Industry and the EEC", Mr John Boyd, chairman of CIA's trade affairs board, writes "The board agreed unanimously that recent events had demonstrated more clearly than ever the importance to the British chemical industry, depending as it does on international operations for its prosperity, of the UK remaining within the EEC. We felt, therefore, that we had a duty at this time of national decision to make a clear statement of our views on this issue".

## India to restructure the drug industry?

The final report of the Hathi Committee on the drug industry in India will be submitted to the Union Ministry of Petroleum and Chemicals by the first week of April. A ministry spokesman has hinted that there would be a thorough restructuring of the industry with the public sector firms engaged in the manufacture of drugs expected to play a dominant role. These firms would "manufacture mass consumption drugs at reasonable prices and within the reach of the masses, produce formulations for essential drugs and thus somewhat control the problem of dependence of the foreign firms." The private sector manufacturers had promised to submit a blue-print for cheap and bulk production of 25 drugs out of the 117 listed by the Hathi Committee on essential drugs, to be produced by them. "The drug prices could be cut down by nearly 25 per cent if only the foreign firms desisted from giving doctors as samples in fancy packages", he said. Foreign firms did not manufacture drugs to meet the common

diseases of Indian people, like cholera, typhoid, etc. These firms were interested only in costly and fancy formulae. The Government would in future ensure that these firms also produced the basic drugs needed by the people, he added.

The Minister listed Japan, Italy, Hungary, Poland and even some smaller firms in the US as the likely source for obtaining the technology.

### Briefly

**Richards & Appleby Ltd** are moving to 50 Jermyn Street, London SW1Y 6DL on April 1 (telephone 01-493 9161).

**United Glass Ltd**'s profits in 1974 were slightly down at £5.5m. The company stated they were applying for "substantial" price increases in May.

**Stuart Scientific Co Ltd**, Zodiac House, 163 London Road, Croydon, Surrey CR0 2RJ, have formed a new division to market water purification equipment.

### Appointments

**Albright & Wilson Ltd** have appointed Mrs C. Norris, BA, marketing assistant to their branded domestic products business.

**Uniclife Ltd** have appointed Jack Mendoza their national accounts manager and John Richardson their sales force manager.

**Vestric Ltd**: Mr G. S. Little has been appointed branch manager at Speke, Liverpool branch succeeding Mr W. G. Freeman who becomes management development manager at the company's head office in Runcorn, Ches. Mr P. A. Collinson will become branch manager at Croydon branch on April 1, subsequent on the retirement of Mr J. E. Richardson.

## Pharmaceutical industry in Italy

The annual report of Assofarma, the trade association representing the major Italian "ethical" pharmaceutical manufacturers, describes 1974 as "a year of difficulty and suspense".

In Italy the pharmaceutical industry is faced with the prospect of a major reform of the health services. This will be in some ways similar to the post-April 1974 NHS in that the *Riforma Sanitaria* is to be based on regions corresponding to the states for example, Tuscany, Piedmont, Venetia which existed independently or under Austrian or Papal rule prior to the unification of the country 100 years ago.

The Health Minister, Signor Colombo has stated the following two objectives on pharmacy in the government's list of health service priorities:

- Action towards a publicly-owned research-orientated organisation to provide pharmaceuticals for the public aimed at reducing prices and benefiting society as a whole.
- Assurance of supplies of "essential" medicines to all and discouragement of the indiscriminate use of unnecessary medicines.

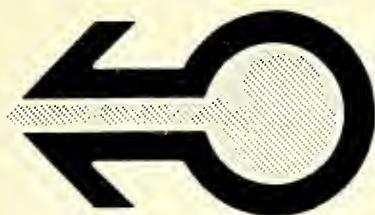
At present the Italian pharmaceutical industry has a huge problem of unpaid hospital accounts some of which have been outstanding for 18 to 30 months. This obviously causes problems with bank interest rates higher than in the UK.

Fifteen mutual societies are currently responsible for administering the Italian health services; one of these, INAM, with over 29 million contributors, covers more of the population than the rest combined. INAM publishes a *Prontuario Terapeutico* —the list of products prescribable for its members and which, in Assofarma's view, badly needs updating. Now, as from December 31, 1974, the contents of the *Prontuario* are being limited to "essential pharmaceutical products only".

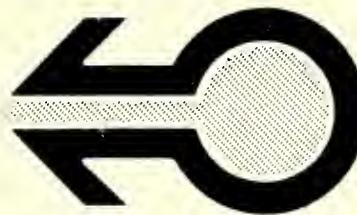
Assofarma has protested to the Ministry of Health on the implications of indiscriminate application of the proposed criteria which, it says, have not been adopted by any national social security system anywhere else in the world.

Another matter for concern has been a government freeze on pharmaceutical prices at a level which takes no account of the *inflazione galopante* of the last few years. Nevertheless, the 1974 value of the output of pharmaceutical specialities in Italy was of the order of £533m showing a 19-per-cent increase over the previous year. Over the period 1961-73 the average annual increase was 12 per cent. Research expenditure has increased sharply to £35m in 1974 from £22m in 1970.

However, the 1973 import-export performance showed a dismal £20m deficit compared with a series of surpluses in previous years—the last, £13m in 1972.



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# Market News

## Chemical prices shoot up

London, March 24: A number of important pharmaceutical chemicals are being raised in price mostly from April 1. Aspirin goes up £70 metric ton. Methyl salicylate and salicylic acid are corresponding dearer from the same date. Most barbiturates and a number of vitamins will also be higher—the new rates are given below.

Crude drug prices were mostly held at previous levels in the absence of interest from buyers. Exceptions were cinnamon bark, ginger, pepper and certain gums and waxes, quotations for which were lower on the week.

Very little senna was shipped from Tuticorin last month—some 9 tons of leaves destined for the US.

Changes in essential oils included anise, eucalyptus and Bourbon geranium—all were easier.

## Pharmaceutical chemicals

**Acetic acid:** 4-ton lots, ex-works, per metric ton, BPC glacial £184; 99.5 per cent £173; 80 per cent grades pure, £165; technical £151.50.  
**Acetomenaphthone:** 100-kg lots, £0.64½ kg.  
**Adrenaline:** (Per g) 1-kg lots synthetic £0.25; acid tartrate £0.20.  
**Aluminium chloride:** Pure 50-kg lots, £0.6766 kg.  
**Aminacrine hydrochloride:** BP £45.83 per kg.  
**Ammonium acetate:** BPC 1949 crystals £0.4245 kg in 50-kg lots; strong solution BP 1953 £0.158 kg in 200-kg lots.  
**Amylobarbitone:** £5.67 kg in 50-kg lots; sodium £6.60.  
**Ascorbic acid:** £7.20 kg; 5-kg £6.20 kg; sodium ascorbate, plus 9p; silicone-coated, plus 13p kg.  
**Aspirin:** 10-ton lots £0.83 kg; 1-ton £0.89.  
**Bacitracin zinc:** £3 per mu.  
**Butabarbitalone:** £7.30 kg in 50-kg lots; sodium £8.07.  
**Butobarbitone:** 25-kg lots £7.06 kg.  
**Calciferol:** £450-£550 kg.  
**Calcium pantothenate:** £5.50 kg.  
**Carotene:** Suspension 20% £28.50 kg.  
**Colchicine:** £0.90-£1 per g.  
**Cortisone:** Acetate £295-£380 kg.  
**Cyanocobalamin:** £3 per g.  
**Cyclobarbitalone:** £4.91 kg in 50-kg lots; calcium £7.02.  
**Deltacortisone:** £450-£480 per kg.  
**Dexpanthenol:** 10-kg lots £10.00 kg.  
**Formic acid:** per metric ton in 4-ton lots, 98% £207.75; 85% £172.  
**Gallic acid:** BPC in 1,000-kg lots £2.95 kg.  
**Hydrocortisone:** Acetate and base £295-£385 kg.  
**Hydroxocobalamin:** £5 per g.  
**Iodides:** £ per kg.

	under 50-kg	50-kg	250-kg
Potassium*	3.06	2.93	2.91
Sodium	4.00	3.88	—

\*For crystals and granules. Powder plus £0.11 kg.  
**Mercury salts:** Per kg in 50-kg lots; ammoniated powder £6.35; oxides—red £7.50 and yellow £7.25; perchloride £5.20; subchloride £6.65. Iodide £6.85 kg for 25-kg.  
**Methyl salicylate:** £0.66½ kg for 5-ton lots; £0.69½ for 1-ton.  
**Nicotinamide:** (per kg) £4.35; 50-kg lots £2.80.  
**Nicotinic acid:** (per kg) £2.80 kg in 50-kg lots.  
**Opiates** (£ per kg) in 1kg lots. Subject to Misuse of Drugs Regulations.

Codeine	From	To
alkaloid	233.50	240.40
hydrochloride	208.90	—
phosphate	178.00	183.40
<b>Diamorphine</b>		
alkaloid	232.90	—
hydrochloride	258.60	—
<b>Ethylmorphine</b>		
hydrochloride	227.00	234.00
<b>Morphine</b>		
alkaloid	256.50	264.70
hydrochloride	210.00	216.10
sulphate	210.00	216.10

**Penicillin:** Potassium, sodium or procaine, sterile, £17.00-£19.00 per 1,000 Mu.  
**Pentobarbitone:** £9.17 kg in 50-kg lots; sodium £9.90.

**Phenobarbitone:** In 50-kg lots £6.78-£7.08 kg as to pack; sodium £6.97-£7.27.  
**Pyridoxine:** £13.75 kg; £12.75 kg in 5-kg lots.  
**Pyrogallic acid:** Pure in 500-kg lots £7.08 kg.

**Riboflavine:** £21.50 kg; 5-tons £20.50 kg.  
**Quinalbarbitone:** 50-kg lots £8.65 kg; sodium same price.

**Salicylic acid:** BP in 5-ton lots £0.76 kg; 1-ton £0.79.  
**Sodium acid phosphate:** BP crystals £0.7281 kg for 50-kg.

**Sodium benzoate:** BP in 500-kg lots £0.4269 kg.  
**Sodium bicarbonate:** BP £39.76 per 1,000 kg minimum 10-metric ton lots delivered UK.

**Sodium carbonate:** Anhydrous £132 metric ton.  
**Sodium chloride:** In 10-ton lots £10.07 metric ton ex-works.

**Sodium citrate:** From £496 to £650 per metric ton as to maker. Premium for powder £11.  
**Sodium fluoride:** BP keg in 50-kg lots £1.0723 kg.

**Sodium hydroxide:** Pellets BP 1975 in 50-kg lots, £0.74 kg; sticks (BP 1958) £2.76 kg for 50 kg.  
**Sodium nitrite:** BPC 1963 50-kg lots £0.6903 kg.

**Sodium pantothenate:** kg £7.50; 5-kg £6.50.  
**Sodium sulphite:** Crystals £0.1443 kg in 50-kg lots.

**Streptomycin:** £20 kg base, dihydrostreptomycin £21 kg base.

**Succinylsulphathiazole:** 50-kg £4.34 kg.  
**Sulphacetamide sodium:** BP £6.51 kg for 50 kg.

**Sulphamethizole:** BP 250-kg lots £5.33 kg.  
**Sulphquinuoxaline:** BVetC from £6.64 kg in 50-kg drums; sodium from £6.58 as to quantity.

**Tannic acid:** BP in 500-kg lots, fluffy £2.80 kg, powder £2.77.

**Testosterone:** £200-£300 kg; propionate £230-£330.  
**Thiamine hydrochloride:** £9.20 kg; 5-kg £8.20 kg; mononitrate £9.70 and £8.70 respectively.

**L-Thyroxine:** £1.25 per kg.

**L-Tri-iodothyronine sodium:** £2.50 per g.

**Vitamin A:** Dried acetate 325,000 iu per g, £6.70 kg; per 500,000 iu £7.75 in 5-kg lots.

**Vitamin D:** Powder for tabletting 850,000 iu per g £25 kg; £24 kg for 5-kg lots.

**Vitamin E:** (per kg in 5-kg lots), pure oil £11; powder 25% £9.85.

## Crude drugs

**Chillies:** Zanzibar £630 ton; New Guinea £600, cif.

**Cinnamon:** (cif) Seychelles bark £360 ton cif; Ceylon quills No 4 £0.50 lb.

**Ginger:** (ton, cif) Cochin £460, Sierra Leone not quoted; Nigerian split £480, peeled £640.

**Gums:** **Acacia:** Kordofan cleaned sorts \$1,500, fob, metric ton. **Karaya:** No 2 faq £25.50 cwt on the spot. **Tragacanth:** No 1 £528 spot for 50 kg.

**Menthols:** Brazilian £11.20 kg spot; £10.80, cif.

Chinese afloat £14.20; shipment £12.90, cif.

**Nutmeg:** 80's, East Indian £1,560; West Indian unsorted £1,512; defectives £1,340, fob—all per ton

**Pepper:** (ton) Sarawak black £760 spot; £700, cif; white £985 duty paid; £845, cif.

**Seeds:** (ton) **Anise:** Chinese star unselected from £650, cif. **Caraway:** Dutch £365, cif. **Celery:** Indian £410, cif. **Coriander:** Moroccan for shipment £135, cif. **Cumin:** Indian £525, cif. **Dill:** Indian £190, cif. **Fennel:** Chinese (prompt shipment) £340, cif. **Fenugreek:** £130, cif. **Mustard:** £320-£340 spot.

**Senega:** No spot; shipment £13.00 kg cif.

**Senna:** Tinnevelly pods hand-picked £0.50 kg; Alexandria £0.95.

**Squill:** Indian white £2.00 ton, cif.

**Styrax:** £2.60 kg spot; shipment £2.55, cif.

**Tonquin beans:** £1.30 spot; £1.25, cif.

**Turmeric:** Madras finger £245 ton, cif.

**Valerian:** Indian root £650 metric ton, cif.

**Waxes:** Bees' Dar-es-Salaam £1,325 metric ton, cif. **Candelilla:** £605, spot; £590, cif. **Carnauba** fatty grey, £1,250 spot; £1,000, cif, prime yellow £1,750; £1,500, cif.

**Witchazel leaves:** Spot £1.85 kg; £1.80 cif.

## Essential and expressed oils

**Almond:** Drum lots £1.32 kg.

**Amber:** Rectified £0.45 spot.

**Anise:** £19.00 kg spot; £14.65, cif, nominal.

**Bay:** West Indian about £11.00 kg.

**Bermagot:** Frcm £14.00 kg as to grade.

**Bois de rose:** Shipment £5.00 kg, cif.

**Buchu:** English distilled £270 kg.

**Cade:** Spanish £1.10 kg spot.

**Cajaput:** £5.00 kg cn spot.

**Camphor white:** £1.70 kg spot and, cif.

**Canaga:** Java £7.40 kg spot.

**Caraway:** Imported £17.10 kg.

**Cinnamon:** Ceylon leaf £2.50 kg spot; £2.25, cif. English distilled bark £160 kg.

**Citronella:** Ceylon £1.50 kg spot; £1.25, cif.

**Fennel:** Spanish sweet £15 kg spot.

**Geranium:** (kg) Bourbon £22 kg spot.

**Lavender spike:** £13.50 kg spot.

**Lemon:** Sicilian best grades from £7.25 kg.

**Lemongrass:** Spot £3.50 kg, spot; £3.20, cif.

The prices given are those obtained by importers or manufacturers of bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

## A British pharmacist's view of South Africa

Writing of his experiences in South Africa while a member of a party of 52 who visited the Republic on a trip organised by the National Pharmaceutical Union, Mr Stanley Bubb, Bournemouth, states "the policy of separate development seems reasonably fair to all the many groups and while it is admitted that there is room for improvement this must come as a result of discussion and agreement within South Africa itself and certainly cannot be imposed or in any way helped by uninformed criticism and pressure from abroad.

"We talked to a black pharmacist who was trained and became qualified in South Africa and now has a responsible job as production manager in a pharmaceutical factory. There are adequate facilities for non-white people to be trained in pharmacy and other professions and they are encouraged and helped with generous finance in these fields, but the number willing and able to take up the challenge is nothing like sufficient.

"The retail pharmacist gives an incomparable service to his customers. A delivery service is still normal in pharmacy and is operated by boys on scooters. Credit accounts also are still the rule. All the same South African pharmacists appear to be very prosperous and have secured control of the supply of medicines at all stages from manufacture through wholesaler to retailer."

## RSH Congress to discuss drug advances

"Advances in drugs—boon or curse" is the topic to be discussed in a joint pharmaceutical and mental health session at the Royal Society of Health's Congress next month. The three speakers at the session on April 23 are due to be Professor A. H. Beckett, head, Department of Pharmacy, Chelsea College, University of London; Professor P. Turner, professor of clinical pharmacology, St Bartholomew's Hospital, London; and Dr M. Lader, Maudsley Hospital, London. The session chairman will be Mr C. C. B. Stevens, president, Pharmaceutical Society of Great Britain.

The Congress will be held at the Winter Garden, Devonshire Park, Eastbourne, April 21-25. As well as over a dozen sessions, there is to be an extensive health exhibition run in conjunction with the Congress. The full fee is £25, but individual session tickets can be obtained (£4 each). More information can be obtained from the secretary, The Royal Society of Health, 13 Grosvenor Place, London SW1X 7EN.

## Coming events

Thursday, April 3

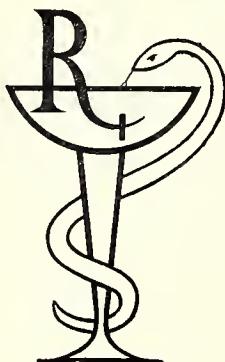
Brighton & Hove Branch, Pharmaceutical Society, Langfords Hotel, Hove. at 8 pm. Annual meeting.

Huddersfield Branch, Pharmaceutical Society, Spotted Cow Hotel, New Hey Road, Salendine Nook, Huddersfield, at 8 pm. Annual meeting.

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# Formula 16



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The Trade Marks set out below were assigned on the 31 January 1974 by CIBA GEIGY (UK) Limited of 30 Buckingham Gate, London SW1E 6LH to CIBA-GEIGY Limited of Basle, Switzerland **WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH THEY WERE THEN IN USE.**

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Teridox	795317	5	All goods included in Class 5.
Stellox	798531	5	Weed killing preparations.
Betabeet	B829251	5	Herbicides for use in the cultivation of beet.
Folar	870948	1	Chemical products included in Class 1 used in agriculture, horticulture and forestry.
Mirvale	876495	1	Chemical products for use in industry and science; chemical products included in Class 1 used in agriculture and horticulture.
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Tervon	776342	5	Herbicides.
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Aerophen	B880649	1	Adhesives included in Class 1, all being or containing phenolic compounds.
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Redux	617257	1	Adhesive substances for industrial purposes.
Hidux	730457	1	Synthetic resin adhesives for industrial purposes and for use in the course of manufacture.
Aeroweb	763201	6	Laminated material in sheet or mesh form made of common metal or of common metal alloys with wood, paper, plastics or impregnated glasscloth, the metal predominating; all for use in manufacture.
Aerolite	916091	16	Adhesive (stationery).
Aerolite	916090	1	Adhesives (not being stationery); chemical substances and synthetic resins, all for making, mixing, filling, hardening, setting and for waterproofing adhesives; synthetic resins for use as binding agents and for the manufacture of insulating materials; and film glues made of synthetic resinous plastics, for use in industry.
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ADD 8 PER CENT VAT		ADD 8 PER CENT VAT	

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